Efficient Working Generated Success

Client : Stephenson Gobin
Vertical Market : Manufacturing
Requirement : Paperless office
Transparent staff development
Streamline operations
Solution: GoldMine Corporate / Premium Edition

Benefits to Stephenson Gobin of GoldMine delivered by Caltech :
- Effective lead management, with a shorter sales cycle
- Cost effective system that contains no missing or stale data
- Employees empowered with tools to do their jobs efficiently
- Management have a strategic system with accurate reporting

"It's taken the filing cabinets out of the office and made us more efficient at managing the customer relationships." David Wilson, managing director, Stephenson Gobin

Background

Stephenson Gobin, est. 1972, is a holding company that provides a first point of contact for its 3 operating divisions, Geofire – Fire Security Solutions, Isliker Solonoids and SG Transmission - design and manufacture of electromagnetic clutches and brakes. It is the first choice partner for over 900 organisations who choose Stephenson Gobin because of its in-depth knowledge of their sectors.

Before approaching Caltech, Stephenson Gobin had engaged with another supplier of GoldMine in 2001. One of Stephenson Gobin's key strategies was to have a paperless and efficient office. It started to look for solutions that could meet their needs to have centralized paperless files and chose GoldMine Corporate Edition.

GoldMine Corporate Edition (GMCE) is ideal for small to medium sized enterprises. It enables effective management of all business relationships.

Stephenson Gobin believed in GMCE and its capabilities and it decided to seek a new GoldMine partner in 2003, as it wanted to achieve more from the system. Caltech undertook a full scoping exercise to find out how GoldMine was being used and understand the aspirations for GoldMine.

Caltech helped Stephenson Gobin get wider use out of the system, and ensured it was tailored to fit with its processes and teams. The more "tailored" system quickly became an integral part of working life and improved further the flow of communication and information.

Having achieved a paperless office and central well of information, GoldMine also improved business processes and efficiency as it was tailored to work the way that the users did.

David Wilson, managing director of Stephenson Gobin, says, "GoldMine has easy to use reports so I know at any one time where the business is coming from and how employees are working. Having this visibility has given us a lean organisation that is efficient and profitable."

During December 2009, Stephenson Gobin upgraded to GoldMine Premium Edition (GMPE). GMPE has an easy to use intuitive interface and offers more capability to meet its requirements.

David Wilson confirms "We are now focusing on increasing our tele-marketing campaigns and GoldMine has lended itself to this process fantastically. GoldMine has also helped us to meet our staffing budgets, aided our sales team to close more sales, and managed orders and all communications. The office is paperless and employees are efficient no matter where they work – they can access all the organisations secure files over GoldMine."

About Caltech

Established in 1999, Caltech has become one of the UK's leading suppliers and implementers of Customer Relationship Management software (CRM). Based near Leeds, it works with clients to manage their customer contact strategies, operational processes and daily business functions in order to maintain audience loyalty, increase awareness and ultimately drive sales. This is achieved by recommending, implementing, developing and integrating a variety of cutting edge database technologies that are most suited to the brief in hand, including; Microsoft Dynamics CRM, GoldMine, HEAT and ACT! By Sage.

Caltech is able to tailor every system to the specific needs of its clients whether it is an SME or large blue chip organisation and regardless of their IT capability. Long term and successful integration is when CRM works best so Caltech, unlike many of its competitors, is not just a supplier – the team works on an ongoing basis with every client to develop specific systems so they work hand in hand with existing software, from accountants systems to telephony packages, which can be adapted to meet ever changing needs.

Current Caltech clients include; Simply Biz, TNT, the NHS Information Centre and Hays Travel. Customer service is at the very heart of everything Caltech does – it sees clients as partners and is committed to meeting and exceeding expectations in the most effective way possible, leaving a real sense of confidence.

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