



PINNACLE

Sage 200 Case Study: GCC



Business Partner



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Integrated Sage solution is 'business engine' for **GCC**

Client Profile

Based in Sutton, Surrey, GCC (Global Cleaning Contracts) specialises in managing cleaning contracts for commercial and leisure premises. It provides its nationwide customer base with services ranging from a once-a-week cleaner to full-time facility servicing, with additional specialist services such as window cleaning, graffiti removal and in-depth cleans after damage or building works.

The company was established in 1977 and has since grown into an £8 million business, with 60 employees.

The Challenge

Managing Director Richard Luckman explains that while the service GCC delivers is relatively simple, its business model is complex: "We don't employ cleaning staff directly, rather we act as a broker between the end customer and our network of contractors. We perform all the administration and management of the contract on the contractor's behalf, leaving them free to focus on delivering the service. This requires us to have accurate up-to-date information on both the customer and the contractor and this data drives everything we do."

The Solution

GCC migrated to Sage 200 Financials and Sage CRM in 2011, replacing Sage MMS, which had been supported by Pinnacle, and Sage CRM MME, which had been supported by another Sage Business Partner.

The move to newer Sage software arose out of a refresh of the company's IT infrastructure. Richard says, "Both Sage MMS and Sage CRM MME had been heavily developed to meet our bespoke requirements. In looking for an alternative, we wanted the combined benefits of off-the-shelf packages that could be customised to our needs."

GCC felt comfortable that Pinnacle would be able to tailor the solution to specific requirements and also migrate the large volume of data from the bespoke contract ledger system across to the new platform.

Sage 200 now has 17 users in GCC's finance team, while Sage CRM is used by 57 customer-facing contract management staff and sales people.



Customer service is at the heart of our business. We want to be as good as we possibly can be and our Sage solution is the engine behind both sales and customer service.

Richard Luckman,
Managing Director, GCC



The Benefits

• Driving customer satisfaction

According to Richard, the integrated solution now provides a strong, solid platform on which to take the business forwards: "Customer service is at the heart of the business. We want to be as good as we possibly can be and our Sage solution is the engine behind both sales and customer service."

Sage CRM helps GCC to manage 250,000 or so active prospects at any time. As Richard explains, "It's a dynamic tool that underpins our sales cycle, helping us to move an opportunity through the pipeline. Our sales managers can see how each sales person is performing and how we can make the best of every sales opportunity. It also enables me to put a value against the potential business in the pipeline, according to how far it has progressed, so that I can see whether the trend is up or down. I can also measure the business in the pipeline by region, sales person and prospect."

• Progressing cases

Once the deal is closed, the solution assists in the continual drive to customer satisfaction, explains Richard: "We're very proactive, recording results of surveys among our customers and contractors on the system to improve our provision of a value-for-money service. We're able to analyse trends. For example, is a pattern forming with a particular area of the business?"

GCC's contract management staff use the system to capture and progress the rare complaints as a series of events or 'cases'. Managers can see at a glance how many cases are outstanding and who has ownership of them. Richard finds having this overview across a business that ranges from Scotland down to the London and the South East is very valuable.

He points out that having access to meaningful data in this way also helps in managing the GCC business, "We can see whether we are meeting our own service level agreements for response times. Where are we getting it right, and where is there scope for improvement? This helps us to make appropriate decisions around future investment."

• Improved customer retention

Customer retention has also improved with the new platform in place: "Most of the time contracts go smoothly but should we unfortunately lose a customer, I want to know why. The team can analyse whether the reason is down to us – what could we or the contractor have done better – or is it beyond our control, such as a customer going into liquidation, relocating, merging with another business or simply cutting back on their expenditure? The analysis is all driven through Sage CRM and this has helped to improve our customer retention rates significantly."



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• The importance of accurate financial data

Richard notes that while Sage CRM is vital in generating and managing a constant flow of new business, it's important not to forget the support that Sage 200 Financials also provides as a workhorse of the business: "It's not just about running our own company accounts. Sage 200 is essential to correctly invoicing our customers and paying our contractors, and at the right time, too, every month. You can imagine the phone calls we would get if there were mistakes! The integration between our CRM and finance software is vital in picking out the right data at the right time."

The Future

One of the reasons for migrating was to implement an up-to-date, easily upgradeable platform as a basis for new applications. Automated electronic invoicing is now high on the list of priorities.

Richard says, "With escalating postage costs, it's a no-brainer. Sage CRM holds all the data that we need and we believe that it will also match the way that the majority of our customers prefer to operate in this day and age. It's much easier to store and search for information electronically rather than sifting through piles of paper invoices."

Richard is also looking forward greatly to using email marketing functionality: "We've been evaluating some add-ons that will enable us to run campaigns in a much more sophisticated, relevant and targeted manner. The data from campaigns will feed back into our prospects database to refine and improve our marketing."

Richard sums up, "Updating both parts of our solution – finance and CRM – and bringing them under the Pinnacle umbrella proved a good move. I've known the quality of the Pinnacle service for a long time, both here at GCC and in a previous role and I have every confidence that they will be able to help us to develop our software in future as our business changes and grows."

Solution Overview:

- A solution that combines off-the-shelf availability with potential for customisation
- A business engine that drives sales, customer satisfaction and contractor relationships
- Tight integration between the financial and CRM aspects of the solution
- Technical support to migrate to and develop the new platform from Sage Business Partner Pinnacle

About Pinnacle

Pinnacle is a leading Sage Business Partner, providing the full range of Sage Accounting, ERP & CRM solutions. Pinnacle supplies Sage to over 1000 medium and large sized businesses from 12 offices across the UK and Ireland. Sage software provides end – to – end business management applications globally, delivering high performance, advanced functionality and cross product integration with unmatched freedom of choice. Sage provides companies with the solutions they need to enhance competitive advantage and increase profitability. With over 20 years' experience, Pinnacle has grown to become one of the foremost recognised suppliers of Sage and multiple award winners in providing its clients with local software and hardware support, consultancy, account management and customer services teams.

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