

Case study

SPECFLUE

“i-snapshot has solved the poor data quality and usage issues which we were having with our CRM.”

Richard Hiblen, National Sales Manager, Specflue

The industry: Distributor in chimney and flues

The location: Europe

Number of field sales: 5-10

The background:

Leading on value and quality, Specflue is the UK's number one supplier of flue and chimney systems.

Setting the benchmark on high standards on customer service in their sector, Specflue's positioning isn't about price, but quality of service, which has led to the company's success and growth over the last 20 years.

With a direct sales team Specflue supply a range of products to a range of customer types, including retail, merchants, heating specialists and developers.

The enquiry:

Richard Hiblen, National Sales Manager was in search of a solution which would make the lives of his sales force much easier, while increasing the quality of data in the current CRM system.

Richard tells us "The sales team were struggling to report back on their activity because our CRM relied upon a 3G connection." But it wasn't just the unreliability which was causing issues, it was also the complex reporting methods "The process to complete reporting was quite long winded taking the emphasis away from actually getting out there selling and as a result the users were becoming less inclined to use it, making data flaky and inaccurate."

He goes on to say "Although we've had an extremely strong four years, I believe that you have to work harder in order to maintain a number one position. You need to look to new ways of operating, and although our sales have been excellent despite a recession, I wanted to explore for ways to improve our process to continue to grow and stay ahead."

The success:

Richard went along to a sales management event in April 2009, to see what tactics other leaders were adopting and to understand if they were doing anything different.

During the session he learnt that adopting i-snapshot's frameworks and tool had benefitted companies in sectors such as food service and builders merchants. "I liked what I saw. Especially how easy i-snapshot was to implement, how it could solve our compliance issue and the flexibility on what you could report on."

With that, Specflue went on to roll out i-snapshot in July 2009. The data which is collated by the tool is also used to update the existing CRM.

Extremely happy with what he has achieved to date, Richard tells us "It was really easy to implement, by releasing the time that was usually spent on reporting, it provides the sales team more time to sell and it allows us to react quicker."

To overcome any potential challenges which Specflue may face in 2010, Richard has defined and is measuring SMART objectives for his sales team which he feels he "wouldn't have been able to do without i-snapshot".

He goes on to say "As buying behaviour has changed radically over the last few years, we are targeting merchants in 2010 which previously we haven't focussed on as much. Along with this we are also placing more emphasis on increasing new business. With i-snapshot I can quickly see if that is what the sales team are doing."

Richard finishes by telling us "I'm also looking to implement a buddying system. Now that I can see who has made ten calls and not closed any and who has made eight calls and closed five, I can pair these two individuals up, so the poorer performer can learn from the top performer."



i-snapshot

Driving Sales Performance

+ 44 (0) 1642 208 999

i-snapshot.com