

Client Case Study



Sage CRM and Provida are “A1” with A1 Office Fitouts

► Client Background

A1 Office Fitouts has been creating inspiring and practical work environments for over 20 years. They have worked with literally thousands of businesses both large and small providing the highest quality office fitout solutions.

“We have had our Sage CRM managed through Provida for nearly 2 years. It is with delight and gratitude, I write this testimonial.”

Mark Vowles, Marketing and Sales Manager

► The Challenge

Mark Vowles the Marketing and Sales Manager at A1 summarises the challenges facing his company: “When I first joined A1 we were a company employing around 50 full time staff and a turnover in excess of \$15 Mill per annum.

The business has grown from strength to strength year in and year out since its inception 20 years ago. The one issue I realized in a short amount of time in joining the company was we did not have a CRM. I went to great lengths in convincing the board of the reasons why we need a CRM.

The first step was to find a software company that met our criteria. Our main objectives and goals were to manage the following more effectively:

1. Marketing - Where was the business coming from
2. Enquiries – Making sure the lead was managed from when the phone rang to when we one or lost the sale
3. If we won or lost the sale, why?
4. Ability to email our database a monthly newsletter
5. Tracking the activity of our sales staff
6. Tracking all communications from our staff and customers.”

► The Provida Solution

Mark said “We selected Sage due to its worldwide presence, which gave us confidence they would be there tomorrow. After all this was a significant investment for our company. Our next step was to find a provider who could confidently implement the system. We chose Provida over 3 other providers and have never looked back. They have always been there when we have needed support. The implementation was seamless and didn’t disrupt our business. Further to this the training sessions were brilliantly conducted.”

► Achievements

Mark reflected on what A1 accomplished when Provida implemented Sage CRM and stated: “The wealth of knowledge we have now 2 years on is incredible. We used to think all our new sales leads came from the Yellow Pages Book...we were very wrong. In fact most of our new enquiries come from search engines and yellow pages online. With the information, we have now reduced our marketing costs with the Yellow Pages from \$50K per annum to \$10K per annum.

Our sales staff are more productive and have really embraced the CRM system. We are now communicating more effectively with our customers which has increased our sales.”



At a Glance:

Key Challenge: Engaging 20 sales and marketing staff to use a new CRM system.

Key Achievements by Provida: Implement web based Client Relationship Management (CRM) software using Provida’s Rapid Implementation Methodology (RIM).

Industry: Furniture and fitouts

Solution: Sage CRM

About Provida: Since 1999, Provida has been a leading Australian ERP software integrator, implementing ERP and CRM solutions in many mid-sized businesses. Provida has offices in Sydney, Brisbane and Melbourne.

For more information about Provida and how we can make a success of your business, visit www.provida.com.au.

