

CRM solution binds sales & marketing efficiency at Parafix



As one of the the UK's leading service-based systems integrators and providers of business process solutions, Panacea delivered the following benefits to Parafix:

- *Projected to increase sales productivity by 30%*
- *ROI within 12 months*
- *Higher visibility of sales cycle*
- *Better sales management and client history*
- *Improved 'quote-to-order' win ratio.*
- *Real time information for improved customer service*
- *Total 'visibility' of inter-departmental communications between sites.*

Parafix is a UK market leader in the design, manufacture and provision of industrial tapes and conversions. Continued investment in plant and IT allied with a progressive, skilled management team and workforce has maintained its competitive edge.

However, Parafix had been reviewing its sales and marketing functions for some time to identify how it could increase productivity and sales results further.

Parafix also speculated on whether enhancing their existing contact management system into a much more collaborative business tool could provide significant business benefits.

Parafix duly contacted Panacea, their long-standing IT business partner for a number of years for an initial consultation and further recommendations.

In partnership with Parafix, Panacea selected SalesLogix as the best overall solution to provide a rapid implementation with a fast payback period.



// Panacea has worked with us for ten years and I have complete confidence in its people and the services they provide.

Panacea has fulfilled this role admirably. //

Colin Wills, Operations Director



Company overview

To succeed in UK manufacturing, Parafix has long recognised the importance of high quality, excellent value and great customer service. Today, Parafix is a market leader in the design, manufacture and provision of industrial tapes and conversions to organisations such as Sony, Motorola, the MOD and a range of third party distributors.

Situation

Based across two sites in Sussex and one in Hungary, Parafix had been reviewing its sales and marketing functions to identify how it could increase productivity and sales and speculated as to whether enhancing their existing contact management system into a much more collaborative business tool could provide significant business benefits. Other key areas were also identified as crucial to maintaining their leadership position including:

- Improved customer services
- More effective account management
- Better sales & process management
- Improved sales and prospect tracking
- Better cross-functional communication.

Parafix duly contacted Panacea, their long-standing IT business partner, for an initial consultation and further recommendations.

Solution

In partnership with Parafix, Panacea reviewed the requirements and objectives of management and customers to help identify the most cost-effective solution.

Integration with Parafix's core financial and manufacturing systems was deemed critical and the solution also needed to be easy to use and provide scope for significant future growth.

SalesLogix was selected as the best solution with the added benefit of Panacea's integration module and implementation expertise to provide a quick implementation and payback period.

Panacea's CRM solution is designed to provide the following key benefits:

- Projected to increase sales productivity by 30%
- ROI within 12 months
- Higher visibility of sales cycle
- Better sales management and client history
- Improved 'quote-to-order' win ratio
- Real time information for improved customer service
- Total 'visibility' of inter-departmental communications between sites.

This comprehensive and scalable solution now provides a platform for Parafix to achieve greater success and future growth.



LEADING MID-RANGE
SYSTEMS



If you'd like further information or a more detailed account of this project, please telephone Panacea on 01256 30 50 50 or e-mail enquiries@panacea.co.uk



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