

## CASE STUDY

# RAINFORD SOLUTIONS Electronic Manufacturing

“ Sales staff have a more personal view of the customer, making it easier to build relationships and provide a better experience. ”

**Julie Houghton, Marketing Manager**



**Rainford Solutions** is a UK designer and manufacturer of standard and bespoke electronic equipment enclosures, 19" racks, server cabinets, data cabinets and cable management systems. Their equipment

enclosures cater to clients with unique requirements, with features such as anti-vandalism or the ability to withstand tremendous heat. Manufacturing occurs at their UK facility, supporting customers worldwide.

## Lack of sales and customer relationship information

Rainford Solutions didn't have a system to record sales team activities and related tasks, making it difficult to forecast financial trends and define the company's strategic direction. The end-to-end process wasn't clearly visible, despite having an effective Enterprise Resource Planning (ERP) system already deployed.

## Sales data tracking powered by cloud CRM

With the cloud-based Microsoft Dynamics CRM platform, Sales team staff can record customer-related information and assign tasks. Julie Houghton, Marketing Manager at Rainford Solutions, states: "We looked at several Microsoft partners but Fullscope demonstrated the right level of manufacturing company experience. They also made the integration with the Enterprise Resource Planning (ERP) system look easy."

## Key Benefits

- Improved sales operations
- Better customer information
- More accurate marketing
- Improved, personalized services for customers

## A more productive field-based team

Access to customer information while mobile helps the team to be better prepared for the day ahead and frees up time to get more done. Houghton highlights: "The Microsoft Dynamics CRM mobile application makes it easy for the sales team to access, and keep track of, customer-related information from anywhere and at any time. They spend less time travelling to the office and are far more productive."

## More complete visibility

Having an integrated view of customer related activities and production has improved operational efficiencies and overall performance. Julie Houghton, Marketing Manager at Rainford Solutions, explains: "Staff are seeing the value of being able to see what's happening with customers as part of the production schedule process. We plan more efficiently and can be more effective in meeting customer needs."

## Building better customer experiences

Detailed customer information has empowered the team to improve their services. Houghton explains: "We have a complete history of conversations, emails and calls. Sales staff have a more personal view of the customer, making it easier to build relationships and provide a better experience."

## More accurate and relevant marketing

The sales team track information such as leads and the source of those leads to help identify what marketing strategies are the most effective, Houghton states, "Recording how customers know about us enables us to identify ways of improving what we offer and how. We can figure out which marketing campaigns will provide the most value."

## Driving measurable growth

Rainford Solutions has seen an increase in customers and orders placed. Houghton states:

"In the past 12 months we have increased our customer database by 35% and increased our sales resource by 40%."

## Clear financial visibility

The management team has complete visibility of sales-related data. Houghton says: "Microsoft Dynamics CRM enables us to make faster, more informed, financial decisions and figure out where we're heading as a business. We have a clearly visible sales pipeline in a simple format and can forecast accurately. It's the biggest benefit of the new system. We can more easily justify additional sales resource also." Rainford Solutions believes the implementation has transformed the business. Houghton states: "The system provides all the ingredients we need. I'm really impressed with the ease-of-use and flexibility, with great support. I would very much recommend Microsoft Dynamics CRM."

**"MICROSOFT DYNAMICS CRM ENABLES US TO MAKE FASTER, MORE INFORMED, FINANCIAL DECISIONS AND FIGURE OUT WHERE WE'RE HEADING AS A BUSINESS."**

– Julie Houghton

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