



Case Study:

ACCELERATE 4 CRM & DAISY COMMUNICATIONS

In business it is essential to ensure customer satisfaction, efficiency and productivity. Disparate, unlinked systems – billing, accounts, fault reporting, ordering – impede your organisation’s ability to deliver. Thanks to Accelerate4’s custom CRM implementation, Daisy Communications has improved customer service, improved flexibility and reduced software costs.

Daisy Communications was established in 2001 by entrepreneur Matthew Riley, and by 2005 was listed in the Sunday Times Tech Track 100 as the fastest-growing technology company in the UK. Lancashire-based Daisy provides a one-bill communications solution to business customers and has experienced 400% growth in the last two years.

Due to this phenomenal growth, the company found it had a cumbersome number of disparate systems and spreadsheets used by different departments. Daisy’s people had to work using several different programs, and different teams were not easily able to see all the information that they needed to work efficiently and deliver the fast, high quality service to their customers that Daisy had built its reputation on.

“We needed one centralised database that would allow all staff in all

departments to see all aspects of a customer’s account,” says Stefni Watson, Daisy Operations Director. “This would mean that in any one telephone conversation we could address any question that a customer has and fulfil all their needs immediately.”

Convinced of the need for change, Daisy considered and dismissed off-the-shelf solutions as inadequate. They then approached a systems integrator to pilot an expensive proprietary CRM – Customer Relationship Management – solution in their accounts department. The five user pilot, which took eight months, was abandoned when it failed to deliver the functionality that Daisy needed. A new solution was sought.

Following a presentation from Accelerate4’s Anthony Molloy, Matthew Riley, Daisy’s founder and Managing Director, was convinced that Accelerate4 could deliver the system that they needed at a price that was right – and in a fraction of the time – by modifying open source technology.

“As a result of the Accelerate4 CRM implementation, Daisy have saved time and money on software and development, improved their customer service levels and increased team efficiency and productivity.”

He says: “The most attractive part of what we saw with Accelerate4 was their flexibility in the way that they sorted the commercial terms out. It was very much a commercial decision based on how we could do payment terms and work together. The whole relationship has developed very well on the back of that flexibility.”



By workshopping with the management team at Daisy to find out how the business processes worked, Accelerate4 came up with a plan that would pull together the different departments in one custom system.

The Accelerate4 method of working impressed Matt Riley: "It's a matter of trust. These guys have got to be involved in team meetings and understand your aspirations. If you're a fast-moving, fast-growing organisation that wants to move things forward you've got to give them a view of where you'll be in two or three years time."

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A small team from Accelerate4 then set to work modifying an open source solution – SugarCRM – to meet Daisy's specific requirements.

"We adopted a release often strategy and then reviewed those releases with the various managers," says Anthony Molloy. "We then took their feedback and incorporated that feedback into the next release. This was over a period of about three to four weeks."

"Accelerate4 helped to manage the change of introducing the CRM system," says Stefni Watson. "The biggest challenge was to gain the buy in of all the staff and the managers, as they were used to using the historical systems. Accelerate4 helped with this challenge by bringing the managers in right at the start of the implementation process and carrying out pilot studies and taking suggestions for the implementation."

This allowed Accelerate4 to find out what was working and gather suggestions for improvements from the Daisy team before the final implementation. When the final implementation

came, the Accelerate4 team were on hand and made around 50 modifications in the first two days, based on suggestions from the Daisy team.

As a result of the Accelerate4 CRM implementation, successfully delivered to over 100 users in just two months, Daisy have saved time and money on software and development, improved their customer service levels and increased team efficiency and productivity. A flexible core system has been created that can scale as fast as Daisy grows and give them a continued competitive edge.

"The relationship with Accelerate4 is the best that we've ever had with a supplier," says Matthew Riley. "We've got plans already for some of the new technology that we want to implement within our business, hooking back into the central CRM - like on line fault reporting and online portals. These are the things that we are now able to see that we can do because we've got one central source of information that we can hook into and harness. We've got a lot of plans for expansion and we see the system being able to match those plans. I see the two growing in tandem."

Accelerate4 have a proven track record of rapidly delivering custom solutions, open source modifications and implementations that have delivered real business benefit.

"A lot of our customers are fed up with buying technology," says Anthony Molloy. "They've got technology coming out of their ears. What they want is solutions to their business problems. From day one we go in and work on that, in partnership with our clients, and that's what we aim to deliver on."

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For more information on how Accelerate4 can deliver real solutions for your business, call now on **0870 484 4402**, email **contact@accelerate4.com** or visit **www.accelerate4.com**

