

Case Notes

Roland DG Ltd



Overview

- Mareeba reviewed the original CRM system and identified why it was failing to fully meet Roland's needs.
- Mareeba worked with Roland to re-design the system in order to more effectively support achievement of the company's business objectives.
- Mareeba worked with the technology provider to deliver the system on time and on budget.

Mareeba began work with Roland DG in 2004, as the company became increasingly aware that its existing CRM system was falling short of what was needed to support the rapidly growing business. The company, which manufactures computer peripherals for the sign-making, graphic arts, fine art, photography, engraving and 3D modeling industries, had also shifted away from selling through resellers to a direct sales model, a move which further distanced the company's requirements from what the existing implementation was geared to provide.

Mareeba, together with Pythagoras Communications Ltd, who had recently taken over support of the system, initially undertook a brief review of the system in the summer of 2004. It was apparent that the implementation was failing the business on a number of fronts. The existing set up made lead tracking unduly onerous, and was not giving marketing sufficient feedback on the return on investment of their campaigns.

Data quality had diminished over time, and key information about which customers had what equipment was not available through the CRM system, undermining the company's ability to conduct planned direct marketing initiatives. In addition the technical team was using a separate system to handle customer support calls, resulting in unnecessary duplication of data, and impacting business efficiencies through the absence of a shared view of customer data.

As a result of the initial review, Roland DG sanctioned Mareeba and Pythagoras to undertake a detailed requirements gathering exercise in late 2004, and as a result authorised a full re-implementation of the existing CRM system in the spring of 2005.

The re-implementation process was made more challenging by the company's impending relocation from Swansea to Bristol scheduled for the early summer. Rather than delay the project however, the company was determined to have an effective infrastructure in place to support the business from day one at the new location. **Despite the tight timelines, and the inevitable disruption from the move, the re-vitalised system went live on time and on budget.** Phase two of the project, involving the replacement of the existing support and warranty tracking databases, is due to start in the autumn.

The new system has had an immediate effect. By blending data previously held in separate databases including the Sage financial system, the company shares a detailed and accurate view of its customers and prospective customers across the business. Marketing have been able to initiate a series of direct marketing programmes, including a highly sales generative series of road-shows across the country. Sales now have considerably better visibility of the sales pipeline, and the quality and immediacy of management information has been dramatically enhanced.

'We invested in the re-implementation in order to ensure that, despite our high growth rate, we were able to continue to service our customers needs effectively and efficiently. The new CRM system, provides the infrastructure, to do that, and it's clear that we are already getting a rapid pay-back on that investment.' – **Jerry Davies, Managing Director, Roland DG Ltd**

In conclusion, Jerry Davies, Roland DG's Managing Director noted 'We invested in the re-implementation in order to ensure that, despite our high growth rate, we were able to continue to service our customers needs effectively and efficiently. The new CRM system provides the infrastructure, to do that, and it's clear that we are already getting a rapid pay-back on that investment. This being the second time we've implemented CRM technology, it's very apparent that this time around Mareeba's and Pythagoras's focus on helping us meet specific business objectives, their ability to help us refine our business processes to make best use of the potential of the technology, and the way they've effectively addressed the challenge of user adoption, is the key to getting it right'.