



IML IMPROVES EFFICIENCIES WITH SHUTTLEWORTH CRM

IML Labels & Systems Ltd is a leading UK supplier of high performance labels, entry tickets and branding badges. Over the last half a century IML have gained a reputation for high quality labeling solutions, developed and tailored by IML's Technical Team.

Since its beginnings the company has continued to experience steady growth specialising in labels for high temperature, steel and chemical usage together with a wide array of weatherproof and durable tags and ties.

IML's expertise in this field is recognised globally and its products are used throughout Europe, the Middle East and Asia.

IML is a privately owned business with its manufacturing centre for tags, labels and tickets in Sheffield, and injection moulded badges at Shirebrook, Nottinghamshire.

The Key to IML's Success

Today, IML Labels stands at the forefront of production with on-going investment key to their success.

In February 2007, IML labels took a further step towards its market leading position by replacing and modernising its existing Customer Relationship Management (CRM) software to a new and powerful solution from leading MIS provider Shuttleworth Business Systems.

This innovative business tool provides IML with control over every aspect of customer management - allowing free flowing communication throughout the entire process of customer interaction.

Customer Relationship Management

"CRM is a very powerful business tool," explains Shaun Higgins, Managing Director of IML Labels. "Every contact with a customer from enquiry through to shop floor production, and delivery is logged as an 'event' on the system.

The entire package is 'event driven' and we can monitor and gather data which is used to produce everything from estimates, job sheets to invoices.

With our previous system, many of these processes were performed manually with information having to be repeatedly input into Word documents.

The new CRM package from Shuttleworth now means that the entire process is practically paperless with information being turned from enquiries to job sheets on the system, within seconds, without any risk of human error."

"Any member of staff in the organisation can access customer details at any time. This includes estimates, quotes, work in progress, on-going or previous problems and non-conformities. The CRM tool gives IML complete instant traceability of customer activity" said Mr Higgins. "This has reduced manual admin time and allowed our staff to focus on customer driven interaction; improving utilisation of human resources and increasing accuracy. It has even helped us to keep going during the recent severe weather conditions as access via laptops enables the entire sales team to keep abreast of all development wherever they may be based." added Mr Higgins

Enhanced Reports:

Another significant benefit of CRM is the ease in which the system can provide detailed reports.

CRM is able to export customer data to produce reports tailored to meet our exacting needs.



CASE STUDY



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"At IML we are very pro-active with our response to customer requirements" stated Mr Higgins. "We are also using the CRM software to improve our marketing communications and we target activity through a series of e-mail campaigns, mail shots and personalised correspondence. The system provides improved customer service management; a real focus for everyone at IML".

The Future

The future is looking bright for IML Labels as Mr Higgins explains "Our turnover in the last 12 months has increased by over 10% compared with the previous year and we are experiencing growth in all market areas. Shuttleworth CRM has aided this increase by improving overall efficiency of production, reducing human errors and by providing accurate reports which have helped us to make informed business decisions. We have reduced the number of low margin jobs, increased weaker margins and used the system to improve efficiencies in many areas such as estimating and buying. Any savings are reflected directly in customer pricing structures. IML is able to use the knowledge CRM provides to speed-up customer service, increase response times and target marketing activity. There is no doubt that CRM is setting us apart from our competitors and giving IML a much needed competitive edge in today's tough trading environment."

Mr Higgins stated "it has certainly taken reports to another level. At IML we have taken the basic standard templates and personalised them to our own requirements. Shuttleworth has provided us with the knowledge and assistance to implement these adjustments, giving on-going support and training as required. We can look at anything from performance of customers and marketplaces to specific sales figures based on regions or individual performance and use this information for accurate forecasting, rebates, incentive schemes and vital future budgeting."

Improving Efficiencies

The complete automated nature of the CRM package enables IML to turn enquiries to quotes within an average of 2 minutes. "The new system has reduced time spent on the estimating process and of course the production notes are instantly available and ready to go once an order has been placed. We have also been able to consolidate our purchasing team as the system provides a live template based report, again within seconds, highlighting which orders are to be placed with the most appropriate supplier; it can then turn this into a live PO. The system has helped to improve efficiencies with suppliers by recording all purchasing activity which is used to make educated buying decisions" explained Mr Higgins.

Relationship Building

Less manual time on paperwork has created more time for essential customer interaction and contact.

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Shaun Higgins
Managing Director

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