



MIS BOOSTS UK LABEL PRINTERS PROFITS WITH CRM

When UK label printer Label Apeel installed a Shuttleworth MIS with CRM (customer relationship management) software in 2007 as part of a £750,000 company wide investment program they could not have foreseen the huge benefits it would have to their profitability over the last 3 years.

The company is a fast developing operation which incorporates core retail, food and manufacturing labelling and specialist bottle labelling. Label Apeel's managing director Stuart Kellock says that the installation of the Shuttleworth MIS and CRM systems have proved so successful and that turnover has improved by 10 per cent, putting profits into double figures for last year.

"Three years ago things were pretty tough, and in hindsight that was a good thing. It meant that we were forced to take an overall look at the business; at what we produced and who we sold to," Mr. Kellock explains.

The turnaround involved a combination of investment in new machinery, a critical analysis of customer profiles, and the implementation of a Lean manufacturing program supported by the new Shuttleworth MIS system.

Today the £4M company employs 40 people working across two shifts and offers a consultative approach to its customers, working closely with them to deliver the specific service and product they need; providing a comprehensive service from artwork to completion. The company manufactures self adhesive labelling products for customers across Europe belonging to a variety of sectors ranging from beers wines and spirits to food and retail.

Mr. Kellock explains why the Shuttleworth MIS offering and its levels of customer support had more than exceeded his expectations.

"Shuttleworth was able to clearly demonstrate that it really did understand our business and our core values right from the beginning," he says. "During the evaluation process they (Shuttleworth) provided very satisfactory answers to all of our questions and delivered practical solutions to our needs, wants and aspirations. They really did help to guide us every step of the way."

Mr. Kellock believes that it was Shuttleworth's engagement of his company's staff during the MIS implementation process that was responsible for bringing about a more flexible approach to later problem solving and subsequently has helped Label Apeel to radically change the way in which it runs its business over the last few years.

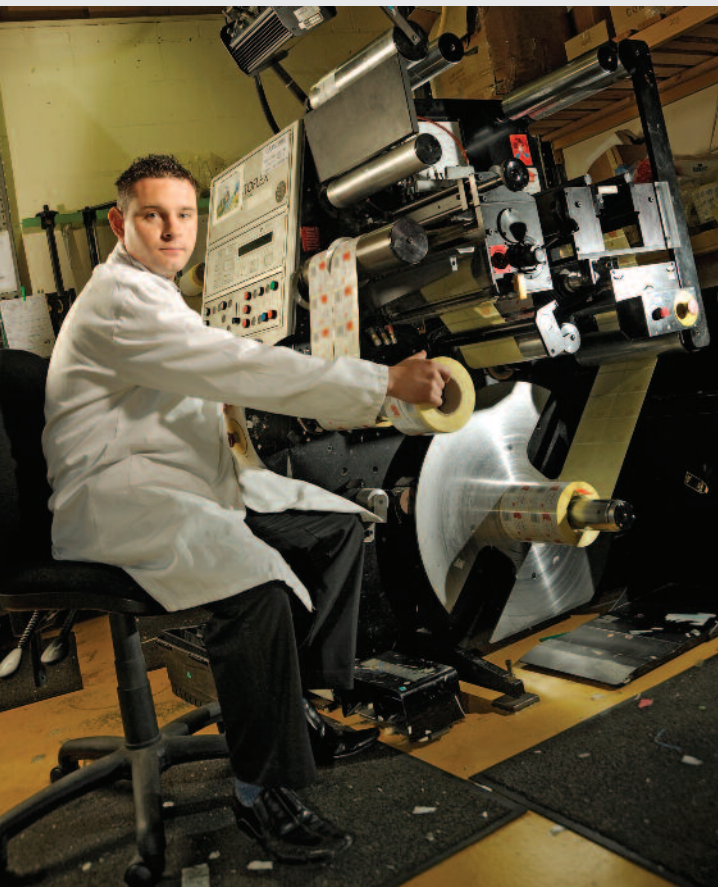
"The whole process helped our staff to engage with the MIS and they were able to specify just exactly what they wanted the MIS to do for them. Since installing the system we have been able to evaluate our business model and strategise much more, and this has helped to make specific areas of our business much more profitable. We are also working more efficiently as a team and have been able to identify and increase levels of business from product lines that had been under performing but have now become much more profitable," he says.



CASE STUDY



MIS BOOSTS UK LABEL PRINTERS PROFITS WITH CRM



mainland Europe and Scandinavia. Shuttleworth's flexibility allows for easy and straightforward conversion of currencies. During the recent recession we used our system to monitor and report on customers who were outside of their payment terms, on more than one occasion Shuttleworth MIS was able to stop us from supplying to failing companies."

Mr. Kellock estimates that the combination of the Lean program and the MIS has saved the company £50,000 last year alone, and this is expected to be the same this year.

Another significant result of implementing the Shuttleworth MIS has been to cut manual intervention and allowed repetitive tasks to be automated, freeing up staff for more productive work and helping shift the company's focus to customer relations management (CRM). "The CRM is a tool that has proved essential to our business. We have been able to move people from raising estimates to doing something in customer relations management. CRM is today not just for the sales team, but for the whole company.

This business is all about relationships - of our top ten customers, eight have been here for five years. The Shuttleworth MIS has really helped us to monitor, control and make dramatic business decisions, improving the overall business as well as our cash flow - which for me is the tangible proof that the MIS has worked for us," concludes Mr. Kellock.

The Shuttleworth MIS system has also proved itself to be a critical element in implementing a Lean Manufacturing program. "To implement Lean Manufacturing you have to be able to measure and report. The Shuttleworth system helps to keep control of finished stock. We were able to identify stock which never moved, so we saved on storage space and this has had a big impact on cash flow. Before, we had stock which hadn't moved for six months and we didn't know about it! The system continues to help us to monitor and manage our customers' stock more efficiently and balance lower costs for us in producing longer runs against the cost of holding stock," he says.

Ambitious goals have now been set and achieved by Mr. Kellock. "We are now able to identify our most profitable operating areas and target these effectively. We have also started to expand our horizons towards

“ We are now able to identify our most profitable operating areas and target these effectively ”



Stuart Kellock
Managing Director

CASE STUDY

