

HOW CRM CAN CHANGE YOUR BUSINESS APPROACH



Listen, Print, Deliver is the motto of Surrey based Positive Images UK. The company, a £2m turnover family run business offering customers a full service solution from design to delivery, has adopted a forward-thinking and positive approach to every facet of its business following the activation of its Shuttleworth CRM (Customer Relationship Management) module at the end of last year.

The business of marketing is taken very seriously at Positive Images UK since new team member Jayne Connolly came on board as marketing and CRM manager. Miss Connolly, who had previously worked as a marketer in the leisure industry, brings a fresh approach to the marketing of the company and believes that customer focussed is a term that doesn't often go hand in hand within the busy and demanding production environment of the many printers that she has worked with in the past.

"I have dealt with a lot of printers that relied heavily on extensive and often confusing plant lists to do their marketing for them. The problem with this type of approach is that most customers don't really care how much or what type of kit the printer has. All the customer really wants to know is whether or not the printer actually understands their needs and can meet their requirements," she says.

Historically, print companies have traditionally employed salespeople to visit customers to pick up job details such as run length, paper requirements, finishing, lead times etc. which will then be followed up a competitive quote, before hopefully closing the business. However, since activating the CRM module on its existing Shuttleworth MIS at the end of last year, Positive Images UK has begun to see the

significant benefits of attracting new business from a marketing-led, service based ethos borne out of an entrepreneurial culture, and are now more likely to send in a 'consultant' to understand the prospective customer's needs and wants across the customer's total business.

The Shuttleworth CRM now lies at the centre of the company's MIS, controlling all data coming in and out of the company. "From it we can identify what types of companies we are dealing with, either by turnover or by market sector, and we can send those companies relevant information about the type of services that they are actually interested in. This makes our management reports 100% meaningful. We can see exactly where new business is being generated, what type of business services we are supplying and what margins we are making. We are regularly looking at event data that is up to the minute on invoices, budget, actions and targets. Having the CRM has really helped us to focus our minds on the more profitable aspects of our business, and it has given us a much more focussed and targeted approach to how we conduct our business," says Miss Connolly.

The CRM has helped Positive Images UK to undergo a paradigm shift in the way that it thinks about itself and how it is viewed by its customers. It is the new breed of printing company that takes the time and trouble to analyse its customer's business in more relevant detail.



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As part of its overall CRM and marketing strategy, Positive Images UK has completely rebranded itself and has launched a new website featuring a range of online print fulfilment services with Shuttleworth's Globetrader (rebranded as Webtrader by Positive Images) at the heart of the system. The Webtrader system provides customers with a one step order and proofing system where the customer can select the quantity, edit changes to template artworks, and approve artwork before placing orders – all online. The Webtrader system's stock control process automatically generates the picking lists from orders placed and will alert customers in the event of low stock levels so that they can order timely reprints.

To support its new brand image, the company has rolled out a direct mail and advertising campaign to customers and prospects alike, and according to Jayne Connolly, the results so far have been very impressive. "The rebranding and the marketing campaign around it has worked very well. We've had new business inquiries through our new website and from the banner signage outside our main building, as well as from

immediate replies to our mailing campaign. All of the responses and quotes generated thus far are being input to our CRM and we are building up increased CRM data on a daily basis. The CRM will now become the platform from which we will drive all future campaigns," she says.

Today, Positive Images UK is likely to be producing work such as full colour brochures and leaflets, folders, magazines, annual reports, stationery, advertising, point of sale material, banners, exhibition graphics, interior signage, direct mail campaigns, and multi part business forms in addition to order fulfilment from print to packaging to eventual distribution.

"We are now using our Shuttleworth MIS right across the business and are constantly pushing it and pressing the envelope in terms of how it can best work for us. Whilst the CRM may be new to us, from the results we have seen so far I think that it is going to make one of the biggest individual contributions to the running of our business," concludes Jayne Connolly

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Jayne Connolly,
Marketing & CRM Manager, Positive Images UK

CASE STUDY

