

Case Study: Promoseeds Ltd



**promo
seeds**

Client: Promoseeds

Industry: Promotion & Incentives

Business Benefits:

The primary benefit from this GoldMine implementation, has been the automation of routine manual processes, making more time available to important activities.

In addition, the streamlining of stock management, improved product labelling and data analysis opportunities have resulted in enhanced customer service, more effective marketing and provided the business managers with a complete view of customer order history.

Products:

Goldmine Corporate Edition
Details Plus
Zapcode



Background

With its business about to double, Promoseeds faced a challenge. Established for more than two decades as a respected and successful sales promotion company to the huge domestic gardening market, its largely manual systems were about to come under considerable strain.

“In the day-to-day running of our business, it was already clear that there had to be a better way of managing many of the processes which for historic reasons were done by hand,” recalls Tony Barber, Managing Director of Promoseeds. “The most immediate objectives were to automate time-consuming activities, which could take up several hours per day.”

The company was already using FrontRange Solutions market-leading GoldMine customer management software, but were aware that they had not been getting the most out of the system.

They therefore decided to seek external advice and were surprised to find Solica Consulting a GoldMine specialist “almost on our doorstep.”

The Brief

What quickly became clear during initial discussions with Solica, was that GoldMine was capable of providing far more operational improvement than Barber had previously thought.

“Following a briefing of no more than three hours, the Solica team was able to come back to us, armed with a comprehensive proposal which showed a

remarkable grasp of our systems and applications,” Barber recalls

Primary objectives were to deliver:

- streamlined data capture process
- daily stock reports for call-off from individual suppliers
- improved methods of picking and packing for despatch
- enhanced customer serviceability
- the creation of a powerful marketing database
- real-time business information for senior business management

Our solutions

Solica undertook a full workflow and performance analysis, reconfiguring GoldMine to ensure full integration with Promoseeds’ key business processes.

To provide Promoseeds with the required level of customer understanding and operational automation, the existing GoldMine system was upgraded to GoldMine Corporate Edition. Solica’s own best-selling GoldMine add-on ‘Details Plus’ was included, to capture and process orders and enable faster and better defined search and filtering.

In order to minimise the keying effort required to input more than 75,000 vouchers per year, postcoding software was provided which can produce a complete address from a postcode or part address and paste this directly into GoldMine.



promo seeds

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Tony Barber
Managing Director
Promoseeds

Results

From a contact management perspective, GoldMine's ability to capture and process data from each order led to a number of immediate and far-reaching operational efficiencies. Promoseeds also now benefits from the ability to track and record the complete history of each individual order, from initial placement through to packing and dispatch, simply at the touch of a button.

For Barber, automatic printing of address labels was also important in improving the professional appearance of the product and with it the way in which customers perceived Promoseeds.

“For the first time we were able to incorporate details of the specific promotion and publication and, critically, user instructions such as the need to plant immediately,” he confirms. “In short, this offered advantages both in terms of the quality of service we could provide our customers and in managing our supply chain and supplier relationships.”

Barber was both surprised and excited by the range of marketing opportunities which the installed system offered. “Plants are grown well in advance against estimated response to planned promotions. If we get it wrong then we are stuck with excess stock. GoldMine will enable us to identify prospects and carry out targeted promotions.”

Armed with an understanding of GoldMine's broader capabilities, Barber has worked closely with Solica to develop additional customer benefits in ways uniquely applicable to the horticultural marketplace.

“For example, we can now incorporate details of soil type by geographical area within the database,” he confirms. “So, when a customer orders a product which is not suited to the soil in their area, we can advise them and recommend alternatives which are more likely to flourish.”

The implementation itself, recalls Barber was “totally painless”. The project was delivered exactly as proposed, on time and within budget. “There was no disruption to day to day business while Solica was on site. We were simply told when the new configuration was up and running. And, with just half a day's straightforward and enjoyable training, were using the product in anger.”



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