

Case Study

“ProspectSoft CRM has allowed CET to maintain strict delivery schedules for assessments and reports, through a period of major expansion.”

CET Chief Executive Bob Blunden



CET, the Construction and Engineering Testing Group, is one of the foremost materials testing houses in the UK.

The company offers a full material testing and ground investigation service for insurance assessors and the construction industry. CET recently moved into consumer services by acquiring a company that provides domestic drain inspections.

Key Objectives

To underpin a plan for rapid growth, the CET management team decided to switch from a paper-based system to one that was fully computerised.

The key objectives were to:

- a) connect all of CET’s offices for rapid flow of business critical information for centralised control
- b) record key data on individual tests at each office
- c) analyse delivery of test results
- d) give company-wide access to a wide range of customer information

In June 2001, CET began installation of the ProspectSoft Customer Relationship Management Suite, which was preferred over competitors for four main reasons:

- It integrates seamlessly and interacts extensively, with Pegasus Opera, CET’s accounting system,
- The system provides automatic, site-to-site replication of all customer information, including accounts data, projects and quotations
- Powerful analysis & rapid reporting on all CRM performance parameters
- The Screen Customiser module enables CET to add company-specific fields to individual ProspectSoft CRM screens

Results

According to Chief Executive Bob Blunden, “ProspectSoft CRM has allowed CET to maintain its strict delivery schedules for assessments and reports, through a period of major expansion.”

CET managers make full use of the system’s reporting and analysis tools, to monitor daily progress of projects and tasks against set targets, enabling the company to maintain its high standards of service.

The system was rolled out to all offices over a 3-year period and, says Blunden,

“Adding the ProspectSoft B2C module helped to integrate the new drain inspection subsidiary painlessly into our organisation.”

Key facts

- Industry: Construction/Building Services
- No of staff: 200
- Accounting System: Pegasus Opera
- No previous CRM System

Priorities for CRM System

- Close integration with Pegasus Opera
- Instant information flow between all sites and departments
- Company-wide access to customer data
- Performance analysis and reporting

System Details

- No of Sites: 6
- No of Network Users: 29
- No of Mobile Users: 1
- No of Modules: 14
- Installation began in June 2001

Key Features

- **Configurable** for many sizes and types of organisation with multiple functional modules
- **Fully scalable** from entry-level to enterprise-wide solution
- Sales force, marketing and field service **automation**, all with management escalation
- **Dynamic integration** with **Microsoft Office** giving full document management
- **B2B and/or B2C customer relationship management** within one system
- **Dynamic analysis and detailed management reporting** on customers and suppliers, sales, service or products

