

The Debt Advisor clear debt with SalesFlow

THE SITUATION

Over 23,000 people took out IVAs in 2005 with the **market set to grow by over 400% to 100,000 by 2008** with the government's proposal for new streamlined IVAs. To manage the increased number of customers Insolvency Practitioners are investing in SalesFlow from Sawfish Software.

THE CLIENT

The amount of personal debt in the UK is increasing by £1million every four minutes (Aug 2006).

With such alarming statistics highlighting the problem of worsening debt in this country, Bev Budsworth, formerly of Deloitte and Touche, set up The Debt Advisor in 1999, a Manchester based Insolvency Practice which focuses on offering specialist advice for those unsure of the best way to solve their financial problems. The aim of The Debt Advisor is to help clients turn their lives around and also develop a solution which offers a fair deal to their creditors.

THE PROBLEM

After setting up the business using a basic Access database system and numerous post-it notes, Bev Budsworth decided that her company's systems and processes needed updating in order to cope with the huge amount of interest The Debt Advisor's services were generating. It was no longer appropriate for her sales team to attempt to remember leads in their heads and notebooks, they needed a system that could rise to the challenge of recording and displaying information relating to customers through every stage of processing their case.

The existing database lacked any functions capable of reporting on the progress of inbound enquiries, what conversion rates had been achieved or the cost of acquiring a new client. Manual, daily updates were time-consuming, profitable opportunities were missed and, due to the financial nature of the Company's activities there were a number of strict processes that needed to be adhered to. Without central monitoring however, there was no way for Bev to know what was going on at the operational level.

Bev looked at a variety of Client Relationship Management software packages including Goldmine, House on the Hill and Microsoft CRM but it was SalesFlow that stood out as being the best option. The other packages had posed problems such as; one was bespoke but not flexible enough to change as The Debt Advisor grows and the team's thought processes change and develop, others were too expensive or too complicated to use on a daily basis when time is of the essence.

THE SOLUTION

Said Bev: "We invested in SalesFlow from Sawfish Software nearly two years ago because it matched all our requirements from a software package, then, as it does now. We needed something that was dynamic and changeable and easy to use and we wanted to find a company whose team were friendly, knowledgeable and

efficient. We found this at Sawfish and they have been integral to our business success. SalesFlow really was the only solution with the functionality and configurability to meet the needs of the business.

SalesFlow allows us to record everything in one easy to use system with important information relating to each client case available at any time to any one of our team. Our business has improved dramatically since we implemented SalesFlow as we are now able to effectively manage all of our incoming leads. It's been the perfect solution to growing The Debt Advisor."

The implementation of SalesFlow has also helped Bev capture and monitor information that is particularly relevant to her management team: "The sales and marketing team can sit down and assess where the majority of our work is coming in from, how many leads we are dealing with and how many of them we have converted or lost. We can also evaluate the state of play of our acquisition status instantly."

Team member Kay Jeffrey has found another positive factor in the switch to SalesFlow. Said Kay: "I find it helpful to be able to pull-off reports from the system as I now have instant access to data that is relevant to sales, such as demographics."

CONCLUSION

Kay adds: "SalesFlow also ensures that companies such as ours offer a personal service, information is stored relating to each client's circumstances so they feel that they are being listened to, their story remembered and their issue dealt with in a caring manner as all staff are aware what the next step of the client's case will be. The process for adding new clients to the database is simple and straight forward, all this adds up to a business running smoothly in a highly effective, professional manner with first class customer service."

Beverley agrees: "SalesFlow has been a massive factor in the development of The Debt Advisor and although it is impossible to provide a percentage figure displaying how the software has increased our profitable growth, it is clear that we have benefited from it because we have taken on three new staff whose sole job is to manage all the incoming leads"

Said Steve Hull, Managing Director of Sawfish Software: "With frightening statistics declaring that the total UK personal debt was £1,158bn at the end of last year, forming mutually beneficial business alliances such as the one we have with The Debt Advisor allows us to assist in streamlining the process for managing IVA's."

Since implementing the SalesFlow package in July 2004, The Debt Advisor staff are now looking forward to benefiting from the systems capacity to take over the cash management and reporting functions for Individual Voluntary Arrangement cases once approved.

prospects - process – profits

Contact us to find out more about SalesFlow and how we can help boost your sales.

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