



The company

Clestra Hauserman designs and develops high quality internal partitions for offices, working primarily with banks and financial institutions in London and other major cities across the UK. They work closely with the client, architect, contractors and acousticians in the interior design of office space.

The business requirement

UK Sales Director, Tim Surman, recognised there were problems with the system sales were using.

"I think the main problem we had prior to using SalesFlow was the original system we had was very inflexible. It was certainly very hard and cumbersome to use."

The bespoke system was not only costly to develop but also to maintain, combined with the inflexibility of the solution there was a clear need for an easier, flexible and more economic system.

There were a number of day to day problems; it was taking a long time to input data, recalling customer data quickly was not possible, there was a complete lack of visibility of the mobile sales forces day to day activity and difficulty in producing up to date sales reports.

The SalesFlow solution

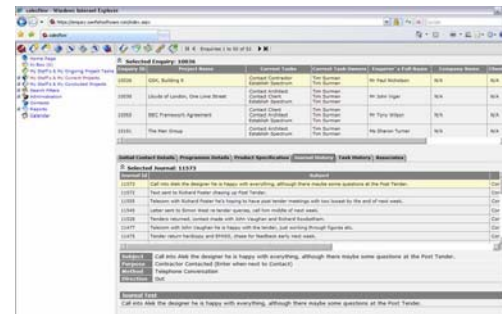
Clestra Hauserman installed SalesFlow to assist the UK sales team in project and task management. Sawfish Software was chosen for its internet-based system, high-quality support, and ability to easily configure a solution to Clestra's unique internal processes.

"We are able to respond to our clients at least 25% quicker."

SalesFlow in practice

SalesFlow was tailored to capture and record all the relevant data from the full spectrum of contacts working on each individual project. The system also provides a streamlined project tracking system and easily accessible database, with the search facility enabling quick access to all relevant data relating to a project or supplier.

Steve Hull, chief executive of Sawfish Software, said: "For each project, Clestra Hauserman liaises with a complex spectrum of contacts and it was vital that the software could link all the relevant information. Sawfish Software has configured SalesFlow to incorporate this along with the company's internal processes. By using the software to establish closer understanding of its clients, Clestra Hauserman is enjoying impressive client retention."



The benefits to Clestra Hauserman

Clestra Hauserman has reported two major advantages following the installation of business process management software SalesFlow. The Surrey-based manufacturer of high-quality office partitions has seen a 25% reduction in the

time taken to input project data. It has also been able to handle client information more efficiently, leading to more quality contact with clients and higher customer retention.

Tim Surman said: "With SalesFlow the sales team has quick access to all relevant data. The search facility enables staff to pull up any documents and information within seconds, and the online system facilitates easy access from locations other than the office, reducing downtime and again improving the speed with which we can respond to customer enquiries."

"SalesFlow has certainly been a huge benefit to Clestra, it has definitely had a contribution towards the efficiency of the Clestra which I'm sure has resulted in additional orders."

The ability to track the progress of projects and view all data relating to a supplier or a contract has enabled Clestra Hauserman to deal more efficiently with its clients. This has led to a better understanding of clients' needs, and in turn closer working relationships."



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