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Tecan Manufacturing

Same day turnaround on quotations

“We now track every enquiry from beginning to end and at every stage.”

The company

Tecan is a world-class, precision metal part and tool manufacturer, based in Weymouth, UK. Formed in 1970, Tecan offers a 'total' one-stop contract-manufacturing solution, from technology development through to rapid prototyping and volume production.

The business requirement

Sales Director, Shaun Mason, knew that Tecan were finding it harder to win business with economic changes taking place; such as the price increase in fuels and the low costs offered by competition, Tecan could ill afford to sit back and do nothing.

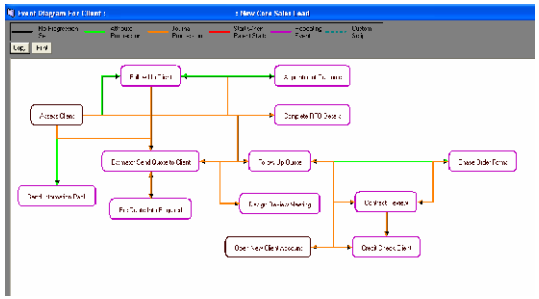
One of the primary frustrations for Mason was that he lacked visibility across the business, making it impossible to know how best to improve sales profits. “The aim was to make sure that we were responding quickly to Requests For Quotations (RFQs) as we must compete on our superior service because we can’t compete on cost with China who are taking over a lot of European work.”

The SalesFlow solution

Tecan chose SalesFlow from Sawfish Software to help them overcome the issues they were facing and achieve their goals.

Sawfish worked with Tecan to understand the existing processes in the company including cross departmental communications. These processes were then mapped insuring that there were no black holes where an enquiry or information might get lost or stall. Individual and departmental responsibilities were then agreed and assigned.

SalesFlow was then configured to map Tecan’s business processes, delivering visibility across business operations and an audit trail of all sales activity.



SalesFlow in practice

All of the customer projects at Tecan are completely individual; however the sales process is still required to follow a best practice approach. A number of different departments and individuals may be required to complete the sale; a salesperson, an estimator, a design engineer, production, sales administration or accounts.

The unique workflow engine in SalesFlow maps and automates the different flows Tecan has for each of the different business units as well as for customer service issues and ongoing account management. Mason says,

“We can get a complete picture of customer service issues which helps us to spot any trends and ensure that none of them are lost or forgotten.”

With over a thousand customers worldwide and a sales cycle that can take anything from one day to two years to conclude, it is easy to see how Tecan were struggling before using SalesFlow.

The benefits to Tecan

Over 40 individuals in Tecan now use the system, from the sales team to the Chairman of the company in both the UK and USA offices. Mason says: “SalesFlow is the first thing that we all open up on our machines, even before Outlook, it has become that integral to our business in the year that we have been using it.

The sales team love it and say it is the best tool they have ever had. If a customer rings in or if they are going to a meeting they can see exactly what stage a client’s quote or customer service issue is at, this gives them immediate credibility with clients.

As Sales Director, I need to make sure that we are responding quickly to RFQs, *without doubt this new approach to our sales process has enabled us to win more business by competing on our superior service.*

The solution was easily configured to meet our specific needs and the flexibility to grow as we do as a company was key, if I want to change something I make a phone call and two minutes later it is changed and rolled out to all users. *This is the best management tool we have ever had.*”

TECAN

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