



The Company

TTE is the UK's largest employer-led technical training group for the oil and gas, engineering, manufacturing and process sectors. Over the last 15 years the Group has established an enviable reputation for delivering specialist technical training solutions across Europe, Africa and the Middle East and its customer base has grown dramatically from a local Tees Valley organisation to one with offices and facilities in Scotland, Azerbaijan and Dubai.

The business requirement

The existing operation at TTE was primarily manual based; quotations were sent and then often neglected to be followed up, hundreds of courses were managed from a paper based file and 50% of one administrators time was spent invoicing. John Taylor, Business Development Manager, knew that TTE could offer a better service to customers by streamlining and automating their processes whilst also reducing administrative costs.

Taylor said *"There are many CRM products in the market that can be described as 'off the shelf CRM solutions' but one is often left with the question to what extent do these products meet our business needs and hence how much effort and expense will be required to make the solution work for us."*

John Taylor turned to Sawfish Software to provide a solution. He goes on to say

"The Sawfish solution provides quick and efficient business process modelling, making customisation simple and cost effective."

"SalesFlow improves communications and awareness between international offices."

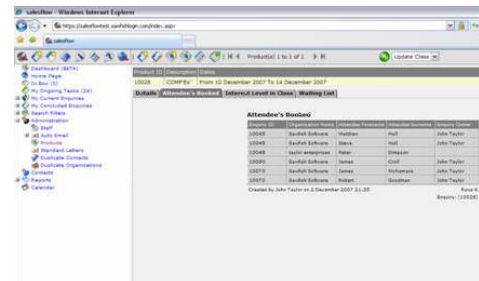
The SalesFlow solution

TTE appointed Sawfish Software to implement a new CRM service. John Taylor says,

"We're delighted to appoint Sawfish Software as the preferred supplier of our CRM solution; we feel their product provides the best fit for our business processes."

Sawfish worked with TTE to deliver a solution that would address all of their initial requirements as well as longer term goals to provide a better service to customer organisations.

As well as standard CRM type functionality additional features were configured to allow all of their customer information including course booking information to be retained in a central location.



SalesFlow in practice

As part of the new contract, Sawfish Software have provided TTE with an industry specific version of its internet-based CRM software SalesFlow, which will allow the firm to replace outgrown systems and

more effectively coordinate operations across its global offices.

The unique workflow or business process management engine at the heart of SalesFlow has automated and streamlined many of the processes within TTE and removed many of the obstacles associated with manual and basic off the shelf systems.

Full visibility and control of the TTE training processes is now available across the company from the administrative team through sales right up to the MD, in the UK and overseas offices.

The benefits to TTE

The greatest benefit to TTE is the time saved from administrative functions, the reduction of manual errors and the ability to use data captured to plan for business growth.

Invoices are now produced automatically, duplicate customer records have been eliminated and senior management can now interrogate data for targeted cross and up selling opportunities.

Steve Hull, Chief Executive, Sawfish Software said: *"TTE has grown rapidly over the past decade with staff and clients across the globe. SalesFlow software is ideal because its internet base makes it easily accessible to everyone in the company regardless of location and improves communications and awareness between the offices."*



The TTE Technical Training Group

CLOSER TO INDUSTRY