



The Company

T W Ward CNC Machinery Limited is one of the leading specialists in the supply and support of New, Reconditioned and Remanufactured Computer Numerical Controlled (CNC) metalworking machine tools. The Sheffield-based firm supplies and services new, used and reconditioned CNC metalworking machine tools including lathes, milling machines and machining centres across the UK. With more than 100 years heritage the company holds the reputation as one of the UK's leading machinery suppliers.

The business requirement

TW Ward approached Sawfish Software to supply a software solution to enable a more efficient turnaround on quotes from enquiry through to delivery and improved customer service.

Lead tracking and interrogation of customer data captured was a high priority, as was ongoing management of the sales team who are located at each corner of the UK.

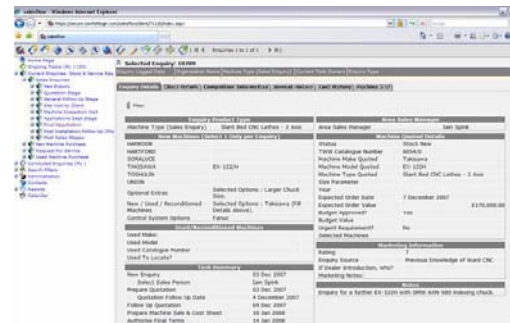
The company were using standard Microsoft Office tools, however as the business was growing they soon became constrictive. Sawfish Software installed its SalesFlow solution which combines sales process management with CRM, whilst also giving management a real-time overview of the business.

Across the business, staff are working more closely and more efficiently and customer satisfaction levels have risen as a result."

"We now have access to an orders latest status at the touch of a button."

The SalesFlow solution

TW Ward has worked with Sawfish Software to address the challenge by installing specialist business process management software in order to drive output up by means of enhanced customer service. The company is now driving productivity levels higher by prioritising improving relationships with new and established clients.



Lead tracking and recording was essential to the success of the solution, individual customer requests are recorded and then either moved through the appropriate workflow for the solution they are looking for or interrogated at a later date should a machine meeting their requirements become available. Information on each machine is also stored in the system so that a quick search can pull back information for a customer request.

Different workflows were also established for sales, service calls, new machine and used machine purchases as each of these have different steps of the process.

The benefits to TW Ward

Simon Whitworth, Managing Director of TW Ward, said: *"With SalesFlow installed, TW Ward can now concentrate on providing the very best service for each and every customer, nurturing the new client relationships and building on the well-established ones. With access to the software and database across the company, it is easy for all involved, from initial enquiry to delivery and every element in between, to have access to the latest status of the order at the touch of a button."*

"TW Ward is now in a position to provide more efficient sales forecasts, predict customers' needs and steer the company towards increased productivity."

Steve Hull, chief executive of Sawfish Software, said: *"TW Ward may have fewer customers than other businesses, but a high transaction rate. For this reason, maintaining an excellent relationship with each and every customer is essential. By using SalesFlow software, management and sales team are quickly aware of any potential snagging point so can prevent problems arising."*

