

# Major tyre company drives business forward with Sage CRM



## Customer

Stapleton Tyre Services

## Industry

Motor/Services

## Location

United Kingdom

## Solution

Sage CRM

Stapleton's Tyre Services Ltd (STS Group) has gone from strength to strength since it started life in 1937 as a supplier to the fledgling motor industry. The company expanded into specialist tyre retailing in the late 1950s and today offers a comprehensive range of wholesale and retail tyre sales and distribution, and fast-fit vehicle services. Turnover stands at £120 million, with 4.5 million tyre sales a year.

Whereas Stapleton's began trading in just two locations, Hitchin and Watford, the company now has 350 employees at over fifty sites, with a retail center network that covers most of the South and South East of England, and a dealer network that extends across the UK. The company manages the tyre supplies for major car manufacturers BMW, Toyota and Peugeot, and has a large, complex product range, comprising 3,500 lines from various manufacturers, to support different models of vehicle. Market share is 18 percent and growing.

## The challenge

Keeping tight control of a business of this scale and scope is challenging. Looking back, IT Manager Andy Scaplehorn recalls, "In years gone by we couldn't produce reports and, therefore, didn't know where to focus our sales efforts to maximize results. We recognized the need to improve our sales forecasting and sales analysis. Again, our marketing was not as focused as it could have been. We need to be able to move quickly in identifying which brands or ranges of tyres are not selling well, find out why and construct a marketing campaign around this information to boost sales."

So the search for a solution to sharpen these management processes began. Andy explains the wide-ranging factors the company took into consideration in choosing a provider and solution: "First, to manage our expenditure, we needed low cost of implementation and software licences, and the ability to implement the system in small phases.

## Challenge

As Stapleton Tyre Services grew, it recognized the need to improve sales forecasting and sales analysis. It needed to be able to identify which brands or ranges of tires were not selling well, find out why and construct a marketing campaign around this information to boost sales.

## Solution

Sage CRM was implemented across the organization with some minor customization of screens and reports, data migration and integration to an existing specialist application to provide daily downloads of customer information into CRM.

## Results

As a result of Sage CRM, Stapleton Tyres has increased the efficiency of its sales and customer service teams and customers are impressed with their responsiveness. Marketing activities and campaigns are more targeted, so that the company's campaigns achieve optimum responses.

“Sage CRM helps by creating a centralized repository of data, shared by all our teams – call center staff and sales people – we’re making it as easy as possible for any of the team to pick up and handle customer queries; they’ll have the sales data and history right in front of them.”

Andy Scaplehorn,  
IT Manager,  
Stapleton Tyre Services

At the same time, we wanted a fast implementation and ‘quick win’ results, so we could start seeing return on investment. Next, while we wanted the solution to be easy to customize, with the ability to perform some of this using in-house technical resources, the knowledge and experience of the business partner would be vital for successful implementation and on-going support.”

“Naturally, to ensure the buy-in of our sales teams, the solution had to be easy-to-use. We also wanted the flexibility of being able to offer access from anywhere at any time through web-based software.”

“Finally, another critical factor was the quality of the solution provider. There were other contenders in the running, including a specialist motor industry CRM vendor. But our final decision was to go with Sage CRM, with business partner Creation Software Integration Limited.”

#### The solution

In June 2003, Stapleton’s installed Sage CRM running on Windows 2003 Server and using SQL Server 2000 as the database. The original solution implemented was for 20 users. The initial phase of implementation took 15 days, covering an ‘out of the box’ installation with some minor customization of screens and reports, data migration and integration to an existing specialist application to provide daily downloads of customer information into CRM.

Stapleton’s project manager and Creation Software worked closely together, involving the heads of departments as necessary, to ensure the solution was delivered on time and within budget, with no interruption to normal business. The company soon began experiencing the quick wins it had hoped for.

#### The benefits

Today, Stapleton’s maintains its strong commitment to quality, which has been recognised by its industry peers. It has twice won the prestigious Tyre News Award for Best Wholesaler of the Year, an accolade which acknowledges the company’s focus on understanding and fulfilling customers’ needs. A total of 50 users over several office locations now have virtual private network (VPN) access to the solution. Importantly, salespeople can also access it over the web from home. This ensures that everyone has ready access to the same accurate, timely information.

Andy describes the benefits this brings to the business: “In a highly competitive market such as ours, you need a sharp edge in delivering customer care, and transparency of customer data is an essential element. Sage CRM helps by creating a centralized repository of data, shared by all our teams – call center staff and sales people – we’re making it as easy as possible for any of the team to pick up and handle customer queries; they’ll have the sales data and history right in front of them.”

As Andy points out, there are benefits for their customers too. “You can imagine that from the customer’s perspective this saves time and frustration, as they receive ready answers to their queries without having to keep repeating themselves. We’re able to impress them with our responsiveness, at the same time as increasing our efficiency. Our ultimate aim is to chart the whole end-to-end relationship and provide staff with a single, 360 degree view of all transactions and communications.”

Sage CRM provides powerful tools for managing, tracking and analyzing targeted marketing campaigns, eliminating guesswork and maximizing the value of marketing resources. Stapleton’s solution helps them to target the right customer at the right time, so that the company’s regular campaigns achieve the optimum response.

## About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at [www.sagecrm.com](http://www.sagecrm.com)

