

Sydney-based Agility Consulting is a financial and information technology-consulting firm that specialises in the provision of high-quality, high-value business intelligence solutions, including Activity Based Costing, Balanced Scorecards, Shareholder Value and Process Improvement.

Problem solving

Agility had issues with the following areas of its business:

- Storage of data in one central and easily accessible location
- Sales forecasting
- Lead generation and management

Instant gratification

By bringing Really Simple Systems on board Agility achieved its objectives of tackling the above issues almost instantly. "We expected it to take three to four months to complete implementation and secure cultural acceptance of the technology," says Sales Director Bill Patrick. "But it actually took less than a month."



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Bill Patrick
Agility Consulting

Funnelling success

Within a very short period of time the company was able to produce proper sales forecasting and a sales funnel. In fact the uptake of Really Systems was so quick, that the funnel more than doubled within a month and Agility was able to ensure that all opportunities were not only recorded for tracking but that it was able to clearly identify and analyse sales opportunities in terms of their true value and convertibility.

Double delight

Thanks to this quality forecasting ability, the value of Agility's real business doubled. "The disappointments of lost business were reduced dramatically because we were finally able to analyse the opportunities properly," says Bill.



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Commercially savvy

In its search for a software solutions provider, Agility considered several different suppliers but Really Simple Systems won due to three crucial factors:

- Its business-focused approach
- The simplicity of its system
- The fact that it offered a hosted database

"They approached our enquiry in terms of solving our business issues as opposed to just selling software," says Bill. "Also, while we were initially lukewarm about the idea of a hosted system, when we looked at the benefits we became convinced that the hosted option would best suit our business, including benefits of speed, ease of use and data security."

Bill also applauds Really Simple Systems' pre-sales approach, which, he insists, "went above and beyond expectations and totally instilled confidence. They listened to the issues and came back with real solutions to problems. They also dealt with any cultural issues that arose and coached us very efficiently on what to expect in terms of implementing CRM."

Simplicity itself

Implementation, says Bill, was simple and straightforward, as was customisation. "The system is intuitive and easy to use because the operation is logical, sequential and process focused."

Final verdict

"The implementation of Really Simple Systems Hosted CRM has helped us achieve quality customer services, plus our goals of retaining customers and providing a coherent project plan for multiple projects for customers," concludes Bill.

For more information on Agility Consulting visit agility.com.au

Really Simple Systems Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 sales people who want a straightforward hosted CRM sales and marketing system. The hosted model is particularly suitable for companies with multiple locations and sales people who work remotely or at home. Really Simple Systems is the largest United Kingdom provider of hosted CRM systems and has offices in the UK and Australia. Users include the Royal Academy of Arts and the British Library as well as many small and medium sized companies.

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