

The Care Services Efficiency Delivery team (CSED), part of the Department of Health, has adopted Really Simple Systems hosted customer relationship management (CRM) software to assist in managing and maintaining its working activities and client histories. By ensuring complete transparency across the CSED team, Really Simple Systems eases internal communication, ensures the effective sharing of information and provides team leaders with a complete view of activity.

Innovative transformation

CSED helps councils to identify and develop more efficient ways of delivering adult social care. With a particular focus on efficiencies that can improve services for users, the work of the team aims to support 'Putting People First', the shared vision and commitment across government to the transformation of adult social care.

Effective internal management

CSED has a small regional implementation team that travels throughout the UK, forming and maintaining consultancy relationships with individual councils and their regional representatives. The regional implementation consultants provide support for the implementation of a variety of solutions that vary from assessment and care management, demand forecasting and capacity planning, to better buying, crisis response and assistive technologies, all of which improve the quality and efficiency of processes currently in use in the councils.

With 150 councils in England each seeking to maximise efficient delivery of adult social care, effective management and deployment of its limited resources were clear objectives to be achieved with CSED's implementation of a CRM system. Tim O'Connor, programme director at CSED explains, "With so many councils as clients it was difficult to keep track of all activity and be able to share knowledge between remote teams that are working all over England as well as people working centrally. A hosted CRM system containing all contact information and client histories that could be accessed from anywhere was an ideal solution." Ken Ripper, Business Support consultant for the CSED, comments, "Key criteria for the CRM system were speed, simplicity, availability, security and support, all of which were provided by Really Simple Systems."



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Visibility

Really Simple Systems allows CSED to track and collate all previous and upcoming activity with councils, effectively tracking relationships as well as accurately monitoring team engagements and activities. In giving a clear indication of all past council visits, team members now have visibility of all information, enabling them to make the most from every visit through knowing what solutions any given council has already adopted and what offerings they have expressed interest in.

Well informed and targeted client management allows CSED to optimise its service to councils. O'Connor comments, "As programme director I can get a real-time snapshot view of the current level of activity across the programme. I know with certainty what we are working on, who we are working with and exactly how much time we have spent with each council. This combined with knowledge of all previous actions keeps us up to speed and able to manage finer details such as individual calls that have been made." O'Connor continues, "The systems also enables us to look ahead to the forward load and balance business activity, providing greater insight into what people are doing and how full diaries are, ensuring that we are matching demand to the capacity we have."

Business Support

Specialising in providing hosted CRM to small and medium sized organisations, Really Simple Systems was an ideal option for CSED, Ripper explains, "The CSED team find Really Simple Systems very easy to use and have required no formal training. All the pages have a clean feel with simple menus and no confusing icons."

As a hosted application, Really Simple Systems is an ideal SaaS (software as a service) provider. The system minimises CSED's role in software maintenance, ongoing operation, and support. O'Connor comments, "The system requires no internal IT support, as such all staff are able to focus on business activities." Ripper continues, "As a hosted system Really Simple Systems can be accessed from any computer with internet connectivity, ensuring information is readily available to all teams at all times, either in the office or on external PCs."

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Ken Ripper
Business Support consultant

CSED researched the marketplace examining a variety of other hosted CRM offerings, Ripper explains, "While some CRM options may be free they lacked technical support and, at the other end of the spectrum, the offerings went far beyond our functional requirements, with too many bells and whistles for our needs. Really Simple Systems met us squarely in the middle. The system provides all of our needs as a simple, hosted, user friendly, easy and quick to use system with 24/7 support on a reasonable budget."

Flexibility

The system is accommodating in its functionality options, allowing CSED to select and modify the CRM system according to its requirements. Ripper comments, "With

Really Simple Systems we could define exactly what we were looking for in a CRM system. We expected the CRM system to hold enough records to be able to design specific reports, allow team members to enter information from anywhere and allow for each relationship table to be personalised." Really Simple Systems has all the functionality of a complex CRM system redefined in an easy and fast to use format, working as fast as required whilst eliminating the associated software and IT overhead that usually goes with CRM systems. Ripper continues, "From conversations with Really Simple Systems we were able to discuss what we wanted, isolate specific elements and add them to the system. We were then able to modify and test the capabilities online whilst discussing options over the phone, in effect building our CRM system in the same manner it operates, online in real-time."

CSED has been using Really Simple Systems since April 2008 and the implementation process was a smooth transition as the system's simplicity means there is no need for long-winded training. Ripper comments, "From the decision to use Really Simple Systems to being operational took less than a month. They were able to build it specifically for us and implement it without incident ahead of schedule."

With Really Simple Systems, CSED is equipped with better account management and an improved view of business critical activities. O'Connor concludes, "Working with Really Simple Systems has been a positive experience. The support we have had from the implementation onwards has been excellent. On the odd occasions we have had queries they have been resolved very quickly. We have applied the CRM system across the entire programme and have been very impressed with the personal approach. We cannot imagine not having Really Simple Systems as we have come to expect and depend on the level and amount of information it provides."

For more information on visit:

CSED at www.dhcarenetworks.org.uk/

Really Simple Systems Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 people who want a straightforward hosted CRM sales, marketing and support 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, North America, and Australia. Users include the Royal Academy of Arts, the British Library, Citicorp and the Department of Health as well as many small and medium sized companies.

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