

Pinnacle Management Systems (www.pinnaclemanagement.com) is a global professional services and technology company that specializes in enterprise-wide project and program management. Pinnacle's client list includes blue-chip companies and government organizations.

The direct approach

As the company shifted its business model from partner sales to direct sales, it needed a CRM system that would aid it in a new approach based around the rollout of aggressive marketing campaigns. As such, new software would need to manage contacts, emails, phones and webinars.

A good fit

Acting on a recommendation by a former, and trusted, colleague, Pinnacle signed Really Simple Systems to install its system. "We were looking for a good fit, in terms of both expertise and company culture and Really Simple Systems fitted the bill," says Pinnacle's Mike Young. "The Pinnacle management team has seen many CRM systems fail while at other companies and refused to repeat the bad experiences in every case. We needed something straightforward that would be quick to configure and implement. Really Simple Systems CRM got things started immediately. The system enabled us to work as a team, sharing information on customer accounts, capturing emails etc."



"I would absolutely recommend them to any company, we have never had a supplier go the distance for us in the way that Really Simple Systems did"

Mike Young
Head of Software Development and
Information Technology industry practice

Instant results

The beneficial effects of Really Simple Systems CRM were immediate, says Mike. "It helped us generate loads more leads. They increased dramatically and we were able to operate in a much more strategic way. Critical tasks were much more manageable and even though we experienced such a dramatic increase in leads we were able to manage them effectively."



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Exceeding expectations

"We went from a disorganized email approach to a much more structured approach," adds Mike. "It exceeded all expectations."

Seamless transition

In contrast with other CRM systems they had used in the past, says Mike, Pinnacle's users got to grips with the system very quickly. "We were fully operational well in advance of the end of the trial period. Basically, within three weeks we were able to use it to look after our client lists." This, says Mike, was in part because of Really Simple Systems impeccable support, but was predominately to do with the system's ease of use. "The support we received was phenomenal. To be honest, though, we only really needed the support for the upfront importing of data. It was so easy to use that we didn't really need any help after that."

Final verdict

Having had Really Simple Systems recommended to them by a third party, would Pinnacle do the same? "I would absolutely recommend them to any company," says Mike. "We have never had a supplier go the distance for us in the way that Really Simple Systems did."

For more information on visit:

Pinnacle Management at www.pinnaclemanagement.com

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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