

Our contact management system transformed the way Kingston Communications communicates.



THE CHALLENGE.

In 2003 Kingston Communications, a telecoms and IT company, approached us to design and build a bespoke, web-enabled contact management system.

They wanted it to have the capability to do several things. Overall, it had to be able to track and prompt all their customer, lead and prospect activity. It had to give account managers easy access to accurate customer data. Senior management also wished to use it as a key information and management tool.

THE PROCESS.

We used our experience of managing an offline version of this system to design and build the online version, incorporating processes and enhancements that would maximise efficiency and accuracy. We also organised training for relevant personnel so they knew how the system worked and could make the most of its benefits.

Every month, we feed customer data into the system. When we add new customers' details the system automatically matches them to existing customers or prospects or adds them as new. It also ensures that, if they are converted from a prospect, previous marketing and contact activity is attached. At this stage we can also add new products to existing customers. We then sort leads by postcode and allocate them to the correct region and account manager.

The system gives account managers secure access to live customer information, and records a communication history tracking a prospect through to conversion to customer. This ensures their targeting improves with each communication. As the system doesn't need an expensive licence per user, it can evolve along with their business.

Integral to the system's success, we manage and administer all customer and prospect data for their regional division, and the handling of their mailing and e-marketing activity.

THE RESULTS.

Kingston Communications now targets and manages campaigns to customers, leads and prospects more accurately, easily and consistently. It used to take up to two weeks to send a simple message, because the data was so hard to obtain. Now they can do it in a couple of hours. They also enjoy other notable benefits, including accurate measurability on ROI. This has also shown a marked increase since the introduction of the system.

"HWC has transformed the way we communicate with our customers and prospects. Within our Small/Medium Business division, HWC is an essential part of the team and has integrated with us at all levels to ensure they understand our business and objectives."

*Nick Humphreys,
Head of Business Development,
Kingston Communications*

FURTHER INFORMATION.

To find out how we could help you with CRM, lead generation or other business processes, please contact:

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