

DMC Case Study: Centurion



Business Growth Solutions

Product: ACT! **Number of Seats :5**

Manual workers trust Centurion for their safety. Centurion trusted ACT! to deliver the right CRM solution. And to make sure there were no accidents, they turned to DMC. It's a long way from Pith helmets to the latest safety headgear and breathing protection. But back in 1879 Thetford based Centurion Safety Products Ltd, then known as the Patent Pulp Manufacturing Company, were chiefly concerned with turning out the classic 'helmets for the British Army. Today Centurion are one of the world's leading suppliers of safety protection. So what made them look for a CRM solution?

Supporting the Sales teams

"Before we had ACT!, the guys on the road were completely paper based", explains Michelle Locke, Marketing Manager. "In fact our five on the road sales managers didn't even have laptops!" The laptop problem was easily solved, but Centurion quickly realised that using laptops simply as replacements for notepads wasn't the best way of going about it. "What we wanted," says Michelle "was to get the laptops working harder. We wanted to get the guys on the computer, using the database to fill in what they were doing, where they were going and what the outcome was". Installing a CRM solution with the power of ACT! would give Centurion the advantage of being able to look into the system and instantly get a top down picture of what was happening on the ground at any given moment as well as what was planned. "There were loads more benefits, of course", laughs Michelle. "But how long have you got?"



No risk Solution

So where did Centurion get the idea to turn to ACT!™? That couldn't have been simpler, as Michelle explains. "Our new commercial director had already used ACT!™ and was very keen to bring its benefits to his new company", she says. "He'd already seen for himself the way ACT!™ simplified contact management while being easy to use. His recommendation and enthusiasm was all that was needed to convince us to make the move." With the help of Centurion's IT director, that same commercial director decided to use DMC as a supplier. Together they analysed the pros and cons of various resellers and came down firmly in favour of DMC. "I wasn't part of that decision making process", says Michelle. "But I know it was a carefully researched business decision and certainly one that we have had no regrets making."



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So Centurion, what has ACT! done for you?

“ACT! has given our sales people a reporting, diary and task system that is effective and easy to handle”, says Michelle. “Both internally and externally we can view ‘what’s going on’ at any time, which is obviously a great advantage. Before we were lucky if we got a piece of paper out of them”, she laughs good-naturedly. What has got Centurion really excited is what else ACT!™ can do. “Next month, and for the very first time, we are sending out a proper monthly mailer to clients”,



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Michelle explains. “Before we produced a rather ad hoc mailer using Access. From now on it will be properly managed, thanks to ACT!™” And they have plans to use DMC more too. “As well as the ongoing support for ACT!,” say Michelle, “we intend to use DMC’s telemarketing expertise as well. The data ACT! gives us will make sure that the telemarketing is efficient and effective”. So it’s a safe bet that Centurion will be continuing to explore all the benefits of ACT!, with the help of DMC, for some time to come.

DMC Software is one of the UK’s leading Sage Business Partners. Specialising in CRM, Accountancy Software and fully integrated business suites, DMC Software can provide the software to quickly improve your business efficiency. DMC has won numerous customer service awards including the ACT! business partner of the year (2002- 2007) and the SalesLogix business partner of the year. DMC is part of the Sage Circle of Excellence.