

DMC Case Study:

JDS Trucks



Business Growth Solutions

Software: ACT!

Number of Seats: 12

JDS Trucks specialise in leasing and selling Renault trucks and vans across the United Kingdom. JDS Trucks operates from a base of four show rooms.

ACT! Software Delivers For JDS Trucks

People looking to buy new or quality used Renault trucks turn to JDS Trucks. But who did JDS turn to when it came to keeping track of customers? ACT! And DMC of course. People who buy trucks are serious customers. After all, truck fleets are what keep their business on the road - literally. JDS Trucks are one of the largest suppliers of new and used Renault trucks and vans with outlets across the North in Manchester, Leeds, Blackburn & Oldham. Its a long established firm with its eye on the future, continually investing to stay ahead of the competition which in the trucks business can be very tough indeed. Peter Harper, Company Director, is responsible for finding and retaining customers at JDS. Peter recently made the decision to move his CRM to ACT!. What were his reasons?

DOS didn't do it

As Peter explains, JDS already had a CRM solution but it was DOS based hardly a cutting edge method of doing business, as Peter is the first to admit. It was very limiting to say the least, he laughs. Knowing there was something better out there, Peter did what so many of us do - he looked on the Internet to see what came up. A search found six CRM solutions and ACT! Immediately caught his eye. What I liked about ACT! was that it was an off the shelf solution ready made and ready to go. Plus there was the added benefit that it could be modified at a later date to explicitly suit our needs. The others seemed to need a fair bit of initial investment in terms of both time and money and that wasn't what I was looking for at all.



DMC the first choice

Having been successful in his Internet researches into CRM solutions, Peter made the next logical step and web-searched for a suitable ACT! reseller. DMC was one of the first names to crop up. Well they weren't the only ones, of course, says Peter. It's a competitive market. But we contacted six companies by email and then sat back and waited for the bump to arrive. Having waded through everything JDS emailed a spec for what they wanted to achieve and carefully analysed the results sent back. DMC fitted the bill. They demonstrated they could deliver the ACT solution to meet our needs. DMC also offered value for money, which was just as important, says Peter.

DMC Case Study: JDS Trucks



DMC the first choice

Having been successful in his Internet researches into CRM solutions, Peter made the next logical step and web-searched for a suitable ACT! reseller. DMC was one of the first names to crop up. Well they weren't the only ones, of course, says Peter. It's a competitive market. But we contacted six companies by email and then sat back and waited for the bump to arrive. Having waded through everything JDS emailed a spec for what they wanted to achieve and carefully analysed the results sent back. DMC fitted the bill. They demonstrated they could deliver the ACT solution to meet our needs. DMC also offered value for money, which was just as important, says Peter.



ACT! proves its worth

At our last review, ACT! was getting us 80% of where we wanted to be, Peter explains. The other 20% is down to both us and DMC identifying further areas that need addressing. I know I can rely on DMC to help us achieve that. DMC people come as part of the negotiated support package. Their experts call into the Leeds branch at least once a month and are available on the phone all the time. Its a far cry from DOS, says Peter. But the ACT! solution is delivering what a truck and van distributor wants a clear picture of customers and so no missed sales opportunities.

Find out more call us on 01733 362120

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.