

DMC Case Study:

Partners in Property



Business Growth Solutions

Product Sage CRM Number of Seats:35

The Property Investment Club helps members make money with property investment. A successful business with many members and many more joining up all the time. The property investment is a business that relies on solid customer relationship management.

“We have a couple of hundred new members joining us every month,” Martin explains “Plus we also have seminars to organise on a regular basis, so keeping effective track of members and potential members is crucial.” So has he been using proper CRM software from the start? “Well no,” he says a little ruefully. “Like a lot of people we were getting by on Excel spreadsheets. To be honest, that worked fine in the first year but come the second year I could see it was beginning to seriously hold us back. And that’s when we started to think about getting a proper CRM system in place.”

Looking for the supplier

With the decision taken to get software support that really worked, the company called in specialists to evaluate and recommend the right tools for the job. The consultant soon came back with the recommendation of Sage MMS. He also recommended the best people to buy it from - and that was DMC.

Pre Sales Attention

“The DMC Sales Manager gave us access to the software online so we could try and test it properly before buying,” explains Martin. “He showed us the generic way it worked. Of course this wasn’t specific to our way of working, but it enabled us to clearly see the value it would deliver and also how it could be easily customised to our needs. We also checked on the potential return on investment and that sort of thing. Sage CRM was clearly just what we needed.”



Martin got his whole team together with DMC’s Sales Manager and, as he says, “We spent a whole day talking about what our specific requirements for the software would be. We were given training in what we could and couldn’t do. We also identified where we would require customisation to handle our legacy data and other small customisations. ‘Small’, that is, in detail but very valuable for us in achieving our goals.” That kind of pre-sale attention to customer needs was to be indicative of the whole DMC experience for Martin.

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Smooth implementation

"DMC did the first upload of our legacy data and then we continued on our own," Martin continues. "However we were never truly on our own as DMC were great at always being there for us, even though they are located over 150 miles away. They have been really excellent on support and always able to put the right and knowledgeable person on the 'phone to get any problems sorted out."

Increased productivity

With ten people in the office and twenty working from home, Martin now has an easier working life. "Well easier for me," he laughs. "It's harder for my sales team because they now have to log every phone call and every conversation. Also, I get to see what they're doing, and what they're not doing, and jump all over them if they're not on the ball. As manager, having visibility of what my team is doing is very important and the CRM software DMC supplied gives me that. At the same time every member of the team, and my secretary, can see where I am too which is just as important."

A business changed for the better

Martin has no doubts about the benefits he has achieved with DMC's help. "Before we would talk to someone and we might have no idea of the outcome of that conversation. They would either produce sales at the end of the month or they wouldn't and it would be all the same to us," he says. "Now we can analyse and view reports to see what happened and why, and so refine our process for even more successful outcomes." "We're still finding out what we want the system to do for us," Martin concludes, "but we are confident that as we present our ongoing challenges, DMC will implement them for us efficiently and make sure we get the most out of our system at all times."

To find out more call DMC Software 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.

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