

## ProspectSoft CRM improves information flow at Essex Cleaning Service Provider, Swiftclean

Reference: 23823

Founded in 1982, Swiftclean provides a broad range of contracted cleaning services for air movement and water systems, hygiene monitoring and fire decontamination to factories, offices and hospitals. From offices in Southend and Leicester, mobile teams deliver a unique service around the country. To improve interactions with over 7,500 customers, Swiftclean needed to replace a dated contact manager with a true Customer Relationship Management system.

### Key facts

- Industry: Industrial Cleaning Services
- No of staff: 50
- Accounting System: Pegasus Opera
- Previous CRM System: Connections

### Priorities for CRM System

- Improved customer information flow between departments
- Manage customer problems efficiently
- Access to information for field staff
- Analyse key performance indicators

After reviewing several CRM systems in detail, Managing Director Gary Nicholls was delighted by ProspectSoft's modular structure and mobile operation, as well as its close integration with Pegasus Opera. It matched Swiftclean's requirements ideally for enhanced customer communication, as well as the need for continuity in processes. The main reasons for selecting ProspectSoft CRM were:

- **ProspectSoft CRM provides smooth and reliable information flow between all departments including office and mobile users**
- **Integration with the accounts system makes sales ledger information accessible to users in the office and on the road**
- **The system's problem management module ensures all pre- and post-sales issues are logged and addressed effectively**
- **ProspectSoft's reporter enables Swiftclean to analyse all key performance indicators at any time**

Customer information is now available to all departments. At a customer's site, field staff can instantly access notes on customer calls, sales ledger balances, order status, recent correspondence and any problems like service calls. Since the implementation of ProspectSoft CRM, Swiftclean's turnover has increased by 12.5% and net profit by 29%. According to Gary Nicholls, "ProspectSoft CRM has been a major benefit to the business – we could never return to our old methods."

### CRM System Details

- No of Sites: 2
- No of Network Users: 7
- No of Mobile Users: 9
- No of Modules: 9
- Installation: 11/02