



Press Release: National Britannia

National Britannia centralise using Achiever

National Britannia's existing Service Management system fulfilled the team's scheduling requirements, and a further division used Goldmine, but it was felt that neither of these applications could be rolled out to the rest of the organisation.

The lack of one common database resulted in multiple disparate systems, with vital information being diluted, and in some cases missing. Often, if anyone left the company, important information disappeared with them. This led to National Britannia being unable to measure staff performance, identify trends and new sales opportunities, and manage quality throughout the organisation.

The requirement

National Britannia required a central database that could easily manage the diverse functional requirements across all departments, integrate with their existing finance system, Sage Line 500, and be accessed remotely by field engineers.

The solution

National Britannia selected Achiever CRM. Achiever CRM provides National Britannia with a functionally rich, flexible central solution that could be fully utilised across all departments. User-friendly and implemented within a reasonable timescale, Achiever CRM also enables National Britannia to run and manage marketing campaigns to increase sales revenue - something that was previously unachievable.

Achiever CRM is used extensively remotely enabling consultants and engineers to manage their appointments and complete visit reports, whilst providing managers with a complete view of customer, prospect and staff information.

It provides National Britannia with all the tools required to customise the system, as and when business processes change, enabling National Britannia to take complete ownership of the solution.

Achiever CRM helps National Britannia to implement procedures to improve quality by ensuring standard corporate documents are used and each customer receives the same high quality of service and documentation.

It also provides seamless integration with Sage Line 500 to reduce administration time and remove duplication of work. Complex integration rules were set up between the two applications to ensure the integration met with National Britannia's requirements.

Using Achiever CRM, National Britannia has been able to improve service and quality throughout the organisation.

→ **“Implementing Achiever has meant that we have reduced administration and improved the speed of availability and accuracy of information available in the business.”**



The Company

Achiever Software is an established, award-winning developer of Customer Relationship Management (CRM) software. Founded in Birmingham, UK, in 1992, the company has been in the Deloitte & Touche Technology Fast 50 five years running and made The Sunday Times ARM Tech Track 100 in 2002. This year the company was also nominated for the Call Centre Awards for its technologies. The company's products protect and develop customers' most valuable asset - information about their customers and market

The Product

The scalable solution Achiever is the only CRM package to integrate with all leading accounting packages and legacy systems, to encompass sales, marketing and support without extension, includes an easy-to-use workflow functions and offers openness, flexibility and scalability to provide exceptionally fast ROI.

Client Portfolio

Achiever Software has developed the AIM methodology for fast implementation of its software, and places emphasis on customer satisfaction, with a high ratio of service and support staff. Achiever Software's consultants are widely experienced and highly qualified, each having been involved with many implementations of the software. The company has won an enviable list of over 100 corporate customers, including AEA Technology, Forsyth Partners, Bentley Reid, West Nottinghamshire College, VisitBritain, Dominos, Londis, National Britannia, P&O, Rugby Cement (Cemex), Siemens, and T-Mobile.

About National Britannia

National Britannia provides safety, health and environmental risk management solutions to help their clients control risks and save time. The Company uses the 'World's First' Interactive Risk Management System - e-risk Manager.



Want to find out more?

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