

Press Release

Sector Treasury Invests in Achiever CRM Technology to Improve Customer Communication and Business Growth

Sector Treasury, part of the Capita Group, has installed Achiever CRM (Customer Relationship Management) software to improve its customer service. The company, which provides treasury management consultancy to the majority of local government organisations, will use Achiever Enterprise to provide customers with timely information, access to online documents, and to manage the contract renewal process.

According to Sector Treasury, the Achiever system will vastly improve the effectiveness of its customer communication and pay for itself within two years through administrative savings and an ability to win and retain business.

"We identified a need to change the way we manage our customer information, and to improve our customer communication," commented Charles Robinson, Project Consultant at Sector Treasury. "The simple customer database we were using was unable to give us a single view of the whole picture and didn't give us the information our sales force needed to focus their efforts on growing the business. Achiever will provide us with this and much more."

Sector Treasury will use Achiever to disseminate regular bulletins to customers, dependant on service level. Some customers require weekly or even daily financial bulletins and analyses. In addition, Achiever will be used to provide client web access to historic data and analysis.

The Achiever system has been linked to other customer information sources, such as Sector Treasury's financial analysis system. Consultants can view a summary of customers' positions in Achiever, and then "drill down" into the financial analysis system for more information.

In addition, Sector Treasury is using Achiever's alerts and workflow capabilities to automate processes, such as contract renewals and exception reports. In this way a consultant will be notified as soon as a customer's financial position strays out of limits, before it becomes an issue. Sector is also able to change and add to the system and processes themselves as their business evolves.

Sector Treasury, part of the Capita Group, specialises in providing Treasury advice to local government. The company creates opportunities for its clients to improve the performance of their treasury, risk management, funding, investment and banking activities, helping them get the maximum value from their relationships with the financial services industry. For more information please visit www.sector-group.com.



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 three 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 markets.

The scalable solution Achiever is the only CRM package to integrate with all leading accounting packages and legacy systems, is the only CRM package 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.

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, VisitBritain, Dominos, Lendis, National Britannia, P&O, Rugby Cement, Siemens, and T-Mobile.

www.achiever.co.uk

For further information please contact:

Sharon Gonsalves
Achiever Software
0121 456 7200
Sharon.Gonsalves@achiever.co.uk

Peter Linton or Ray Jones
Media Link
0118 984 3386
peter@medialink.co.uk / ray@medialink.co.uk

