



## InnoventCRM drives transparency and data consistency for BRC Lifts

### The Client

BRC manufacture and install bespoke solutions for all aesthetic aspects and end-user functionality of a lift. This includes the internal lift car finishes, landing entrances, button panels, indicator panels and floor call buttons. BRC is comprised of two separate companies; BRC Lift Interiors and BRC Lift Fixtures. Both companies operate out of the same office and share one salesman to provide a single contact for a complete lift interior and fixture solution.

By offering a one-stop-shop, BRC have cut down the leg-work for lift contractors as they are no longer a middle-man for multiple suppliers in this area. All efforts are made to ensure designs work and building codes are met before manufacture, without lift contractors having to worry. BRC seeks to continue building a reputation in the lift industry as a manufacture of quality finishes with a high level of customer service. There are areas in which the business can grow in size, however, first and foremost, we prefer to focus on customer satisfaction.

“We were after a solution that would provide transparency across our organisation at the click of a few buttons. We anticipated this could allow a consistent response from all staff regarding a project’s status and provide a platform to communicate changes,” explains BRC Lifts Director, Michael Newman.

InnoventCRM came on board with BRC Lifts in January 2015 to implement SugarCRM for the business and achieve the goals the BRC directors had outlined at the start of the project as key drivers for success. This required both initial SugarCRM customisation together with basic data migration and a focus on staff adoption via InnoventCRM’s training and mentoring approach.

### Business Challenges

The challenges for BRC Lifts are multiple, however they are not dissimilar to many other growing medium sized businesses.

Firstly, the sales cycle is generally long with an average of 6 plus months for large project approvals. A central repository for the data captured during this period was increasing essential. This involves multiple steps in the sales cycle as well multiple staff from BRC and from the client’s side also.

Secondly, data transparency at the click of a button across the organisation is essential. A central repository of quality data was needed to drive this sales process and find not only the right contact people, but also build a history of correspondence with current clients and there potential future projects.

Thirdly, to provide a software system that does not need costly connectors as well customisation before being useful to the business.

As Michael explains, “Prior to SugarCRM, BRC used Microsoft office applications with Google Work for Business to handle email and online storage. While adequate, these packages offered limited data sharing and no consistency of record keeping which is essential for us to stay ahead of our competitors”.

This is where InnoventCRM came in.





Working with InnoventCRM enabled us to be up-and-running in a relatively short amount of time with full confidence that we will have reliable support.

### The solution – SugarCRM with the consulting services provided by InnoventCRM using their Fast Start package.

InnoventCRM partnered with BRC Lifts to ensure SugarCRM was the right software solution for their business. It was a solution that understood the business challenges as well the initial key requirements of client and project data transparency through the long sales life cycle.

SugarCRM has allowed BRC Lifts to use their client data to maximum benefit. As Michael said, “Sugar CRM is easy to use and highly customisable, making it a suitable solution for any type of business. Working with InnoventCRM enabled us to be up-and-running in a relatively short amount of time with full confidence that we will have reliable support.”

---

### Business Benefits

Starting without a CRM solution and therefore virtually no data, it took BRC a while to start seeing the benefits. Now they have a substantial amount of data in Sugar, they are empowered to understand the business at a level previously not known. Reporting on opportunities allows BRC to view what percentage of work is won in each market segment and which customers are returning the best opportunity to sales ratio. “This allows us to understand where our efforts should be concentrated – either expanding into untapped markets or retaining share in our most profitable markets says Michael.

Previous to Sugar, BRC had no way of quickly checking if upcoming projects had orders and approved drawings. They now run a regular report showing projects that are due to close soon, giving them a snapshot of action required. They can send this report directly to the customer to action, saving both BRC staff and the customer on time while ensuring there are no delays on project starts.

BRC also recently introduced a custom module to track purchase orders received. This has assisted with obtaining a snapshot of current orders, making sure no orders slip through the cracks. This also helps gauge current lead times and pricing margins.

The other notable success derived from Sugar is the use of Tasks. In particular, we struggled to efficiently track customer approval drawings with our draftsman established overseas says Michael. We created a process within Sugar that allowed us to use Tasks for managing drawing requests allowing all staff to view our draftsman’s current work load and an expected delivery date.

“We were immediately impressed by the interest InnoventCRM took in our business and their ability to quickly understand what we wanted to achieve. We therefore did not feel the need to contact other CRM partners says Michael.