



## The Brief

Skills South East required a CRM/call centre solution to support the regionalisation of skills training to businesses across the whole of SE England. This required joining the existing CRM systems of six counties together, and providing remote access for skills advisors.

## The Solution

Silverbear used the SalesLogix CRM system to not only integrate existing information but to expand Skills South East's delivery capability. By drawing on best practice initiatives from across the region, Silverbear were able to dovetail the SalesLogix system and fast track the implementation. Key issues resolved during the implementation were:

- \* Managing the migration of diverse data from the across the counties into one system.
- \* Cleansing the data to remove duplication, correct inaccuracies and complete incomplete information.
- \* Amalgamating five existing CRM systems into one.

## The Results

The new CRM system was developed and implemented on time and to budget, providing Skills South East with one system, providing customers from across the region with an integrated experience when accessing skills training.

Post implementation research showed customer satisfaction rates significantly higher than pre implementation. However, of equal importance was the fact the market penetration increased proving the value of the offer and the method of deployment.

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