

Turnaround Services Global
Sydney
Level 9
84, Pitt Street,
Sydney, NSW 2000.



CUSTOMER PWB Anchor, Victoria

SOLUTION Sage CRM

It's no secret that the Australian manufacturing sector has been doing it tough for years so even when you are an industry leader with a 90 year track record of product excellence that is no guarantee of future success.

PWB Anchor is an iconic name in materials handling. The proud company supplies Herc-Alloy™ chains, fittings, lifting slings and accessories, specialty chains, wire rope fittings, trolleys, winches, clamps and hoists to the mining, maritime, agricultural, transport and materials handling industries.

"We have always been aware of the importance of CRM and we were using a big-name expensive system but our staff found it so clunky and complicated that they were only using 10 percent of its capabilities", says Marney Ryan, "Not only was it failing to integrate our business there was a real lack of customer support from the supplier."

PWB Anchor decided to look for another solution and they contacted Sage which referred them on to its business partner, Turnaround Services Global.

"When we met Sukesh Ned our lives turned around", says Kimberley Hodoras from the Marketing department, "The nature of our business can be complicated with a lot of specialty builds for our customers and one-off work so we needed a complex tool. Sukesh came to our Melbourne manufacturing centre and head office and he understood our business really quickly. He understood our internal processes and he was so easy to deal with. He worked on different aspects of Sage CRM and customised it until it was right for us."

PWB Anchor has sales offices throughout Australia which handle domestic and international customers and the sales team is utilising the full functionality of Sage CRM.

"They like the fact that everything is in one bundle, it's not one file trying to talk to another. For example, we used to send quotes in emails without any formatting and we weren't able to capture them or follow them up. Now with Sage CRM we use the built-in templates, we are able to communicate with our customers much better and our productivity has increased", says Marney.

**Turnaround Services Global
Sydney
Level 9
84, Pitt Street,
Sydney, NSW 2000.**



"In Marketing we rely on Sage CRM a lot", adds Kimberley, "We use the latest data to develop reports for management. The cross functional communication has dramatically improved and our distributors use the system to report back to us on their requirements. This has led to better management control. Management now have more visibility across the whole company than before and they know exactly what people are doing at all times."

Marney adds, "The general manager is extremely happy with where Sage CRM has taken our business and with the level of support we get from Turnaround Services Global. He says it has enabled us to lift the level of professionalism across the company."

Sage CRM has been named "Champion" by the Info-Tech Research Group in their CRM Vendor Landscape Valuation and is the winner of their Best Overall Value Award.

Sage CRM provides:

- single connected platform for sales, accounts, marketing departments
- track sales opportunities from lead generation to close
- plan, execute and evaluate the success of marketing campaigns
- maximise customer communication including targeted email marketing, social media
- Mobile CRM for personnel to access customer information on the go