

Sage Accpac CRM Brings Cheers to Sirromet

CRM provides one-stop communications centre for sales and marketing



In just six years, Queensland-based Sirromet Wines is well on its way to achieving its goal of becoming the State's premier winery. It has claimed over 260 awards for its wines as well as the prestigious Queensland's Best Tourism Restaurant for 2005 award for its Restaurant Lurleen's.

This innovative winery is not, however, resting on its laurels. It has built a one-stop communications centre for its sales, distribution and marketing teams, based on Sage Accpac's CRM solution, to help it process orders more quickly, be more responsive to customer demand, and plan strategic growth.

Ian Parker, Sirromet Wines' IT manager, said, "It's not just the wine that needs to flow smoothly when you're trying to build a great reputation for wine making. A transparent exchange of information between sales, distribution and marketing is just as critical an ingredient for success."

However, Sirromet's wine is sold by the winery's mobile work force, and until recently each salesperson was a virtual

silo of customer information. This made it difficult for the company executives to gauge both market trends and customer response to various marketing campaigns. It also hampered strategic planning.

Mr Parker said, "As the company grew, we knew we needed to capture important sales information that was in the salespeople's heads, that could otherwise be lost if a salesperson left or

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changed territory. That valuable customer information needed to be secured and centralised."

In addition, Sirromet's ordering process had become very time consuming. It was not uncommon for sales staff to be on hold for twenty minutes as they waited

to phone through their orders to the distributors. Further draining valuable sales time, the sales staff had to provide monthly paper-based reports to head office.

Mr Parker said, "We needed to get sales staff to order in such a way that we could centrally record and manage each customer relationship, but also such that they were freed up to spend more of their time reaching customers."

Sirromet determined that Customer Relationship Management (CRM) software would achieve this goal, and also help it obtain the information it needed to plan and execute further growth.

After an extensive review of available CRM solutions, Sirromet Wines recently implemented a Sage Accpac CRM solution in partnership with CRM technology specialist, Aaromba Technologies.

"We wanted an off-the-shelf CRM solution that needed minimal customisation. The Sage Accpac/Aaromba solution came out ahead as it gave us a 90 per cent fit on our requirements and it also had the flexibility to add functionality in the future supported by sound technical expertise.

"The combination of Aaromba's delivery model and project methodology came out ahead of the competitors," said Mr Parker. The system was up and running in twenty days.

Now every Sirromet Wines sales person has a tablet PC connected by a fast internet link for online ordering via the distributor's portals, synchronising back to head office and email. That means paper-based reports have been banished, as all order data is automatically available to head office for running reports whenever the decision-makers need them.

Shortly, these figures will also ensure each sales person's Key Performance Indicators (KPIs) can be measured

Sage Accpac Contact Details:
1300 ACCPAC
www.sageaccpac.com.au
info@sageaccpac.com.au



without the need for extra manual paperwork.

Mr Parker said, "The best of it is that this won't require any additional work. The information will already be there, recorded as part of what the sales staff do. It will almost be an invisible process.

"This automation will save Sirromet considerably over the next five years in time alone. Not surprisingly the reduction in paperwork has received a very good reception with the team!" he added.

The implementation has also delivered better customer service through faster ordering for customers as well as a much more accurate sales process for Sirromet Wines.

More strategically, through Aaromba's customisation of the standard Sage Accpac solution, Sirromet's CRM system now delivers daily marketing intelligence direct to the marketing team from the customers. For example, the sales staff conduct continuous surveys of individual retail outlets they visit, noting the number of products ranged and stock movement.

Gary Anderson, Sirromet's marketing manager, said, "Combined, this data greatly assists head office in measuring the ROI of its promotional activity, as well as in monitoring market and industry developments. It also allows immediate communication from the management and marketing team direct to the sales staff immediately for any urgent action or information dissemination."

In the future stock will also be checked online. Moreover the accumulated sales history will be modelled for forecasting and planning.

"We have plans for building historical tracking for sales forecasting in the future," Anderson continued. "We will be able to check that we are being as efficient as possible in our sales efforts."

"We will also use it to schedule marketing events such as wine tastings, as well as scrutinise all campaigns for effectiveness

– something the marketing department simply could not do previously. We will even be able to automate our tasting reports," he said.

"Although the sales team had a relatively steep learning curve initially as few of them had strong computer skills, the system is proving very popular as it frees them to do what they do best – sell. Aaromba's training was very thorough, ensuring all sales people hit the ground running," added Mr Parker.

About Aaromba Technologies
Aaromba Technologies is an Australian leader in Customer Relationship Management (CRM), Service and Help Desk Solutions. With over 8 years of industry experience in the Asia-Pacific region, the staff at Aaromba Technologies offers an unparalleled depth of knowledge in all aspects of Consulting, Training and IT Support.

Aaromba Technologies has offices in Sydney, Melbourne, Brisbane and Perth. This national presence means that we can provide your business with local and personalised service throughout Australia.



Sirromet Wines

Sirromet Wines, Mount Cotton began as a vision when the Morris Family committed themselves to creating Queensland's

premier winery. Almost 4 years later, this vision has become a remarkable reality by providing an innovative attraction for local, regional, interstate and international visitors.

Since opening to the public in July 2000, Sirromet Wines has enjoyed unprecedented success. In its brief history, both visitors and wine judges alike have praised the quality of the Sirromet wine range. So much so, Sirromet Wines recently surpassed a staggering 262 awards – collected from prestigious wine shows in Australia and around the world.

Restaurant Lurleen's, located inside the winery complex, has also accumulated a tasty selection of awards. The icing on the cake came when Lurleen's was voted Queensland's Best Restaurant in a Winery and Queensland's Best Tourism Restaurant for 2005, at the Australia Restaurant and Catering National Awards of Excellence. www.sirromet.com

Sage

Sage Accpac, a division of the Sage Group, Plc, provides mid-size businesses a broad range of end-to-end business management applications designed to enhance customers' competitive advantage. Product lines include Accpac CRM, Accpac ERP, Accpac Pro Series, Accpac Business Analysis Suite, Accpac Exchange, Accpac Warehouse Management System, Accpac ePOS, and Accpac Insight. For more information about Sage Accpac Pacific and its products, call 1300 ACCPAC (222 722) in Australia/ 0800 904 409 in New Zealand, or visit at www.sageaccpac.com.au.

The Sage Group, Plc is a leading international supplier of accounting and business management software solutions and related products and services for small to medium-sized enterprises. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and the Group now employs over 8,000 people worldwide.

Sage Accpac Contact Details:
1300 ACCPAC
www.sageaccpac.com.au
info@sageaccpac.com.au

