

# IML improves efficiencies

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**H**igh performance labels, entry tickets and branding badge supplier IML Labels & Systems has seen its efficiency improve since the installation of a powerful new business tool from MIS supplier Shuttleworth.

IML has two main manufacturing centres – labels, tags and tickets produced at Chapeltown in Sheffield and injection moulded badges at Shirebrook, Nottinghamshire and it exports on a worldwide scale as well as serving customers in the UK.

In 2007, the company replaced its existing Customer Relationship Management (CRM) software with the new Shuttleworth system. This business tool provides control over every aspect of customer management – allowing free flowing communication throughout the entire process of customer interaction.

‘CRM is a very powerful business tool,’ explained managing director Shaun Higgins. ‘Every contact with a customer from enquiry through to shop floor production, and delivery is logged as an ‘event’ on the system. We can monitor and gather data which is used to produce everything from estimates, job sheets to invoices. With our previous system, many of these processes were performed manually with information having to be repeatedly input. The new CRM package now means that the entire process is practically paperless with information being turned from enquiries to job sheets on the system, within seconds, without any risk of human error.’

‘Any member of staff can access a customer’s details at any time. This includes estimates, quotes, work in progress or even on-going or previous problems or non-conformities. The CRM tools gives IML complete instant traceability of customer’s activity,’ added Mr Higgins.

## ENHANCED REPORTS

Another significant benefit of CRM is the ease in which the system can provide detailed reports. It is able to export customer data to produce reports tailored to meet specific needs. Mr Higgins stated, ‘It has certainly taken reports to another level. At IML we have taken the basic standard templates and personalised them to our own requirements. Shuttleworth has provided us with the knowledge and assistance to implement these adjustments, giving on-going sup-

port and training. We can look at anything from performance of customers and marketplaces to specific sales figures based on regions or individual performance and use this information for accurate forecasting, rebates, incentive schemes and vital future budgeting.’

The automated nature of the CRM package enables the company to turn enquires to quotes within an average of just two minutes. ‘The new system has reduced time spent on the estimating process and of course the production notes are instantly available and ready to go once an order has been placed. We have also been able

to consolidate our purchasing team as the system provides a live template based report, again within seconds, highlighting which orders are to be placed with the most appropriate supplier; it can then turn this into a live purchase order. The system has helped to improve efficiencies with suppliers by recording all purchasing activity which is used to make educated buying decisions,’ explained Mr Higgins.

## RELATIONSHIP BUILDING

Less time on paperwork has created more time for essential customer interaction. ‘We are very proactive with our response to customer requirements,’ stated Mr Higgins. ‘We are also using the CRM software to improve our marketing communications and we target activity through a series of e-mail campaigns, mail shots and personalised correspondence. The system provides improved customer service management.’

The future is looking bright for IML Labels and it is experiencing growth in all market areas. ‘Shuttleworth CRM has aided this increase by improving overall efficiency of production, reducing human errors and by providing accurate reports which have helped us to make informed business decisions,’ stated Mr Higgins. ‘We have reduced the number of low margin jobs, increased weaker margins and used the system to improve efficiencies in many areas such as estimating and buying.’

‘There is no doubt that CRM is setting us apart from our competitors and giving us a much needed competitive edge in today’s tough trading environment.’ ■

