



Universal Marking Systems Redefine Business Processes with GoldMine

Company Name
Universal Marking Systems

Industry
Manufacturing

Web site
www.ums.co.uk

Solutions Partner
Name: Canonbury Services Ltd
URL: www.canonbury-services.co.uk

BACKGROUND

Universal Marking Systems' reputation has been built on its ability to provide customers with the best metal marking solutions possible. Founders of specialist marking equipment, they have been working within this sector of the manufacturing industry for over 35 years designing, manufacturing and supplying industry marking systems.

"None of our competitors have anything quite like this."

*Jeff Sawdy, Managing Director
Universal Marking Systems*

MISSED OPPORTUNITIES

Universal Marking Systems are committed to technical innovation and excellent service. However, running the business by using a database built around Outlook and Access was causing too many important things to fall through the cracks.

Jeff Sawdy, Managing Director states, "Access gave us a database but provided no additional functionality. It couldn't do even 10% of what GoldMine could. We were

missing sales opportunities and basically things were falling through loops."

What UMS needed was a contact management, sales and marketing solution which would allow them to schedule calls, appointments, run reports, manage customers and easily facilitate the entire sales process. Additionally, they needed to find a solution that could be implemented quickly and within their budget.

SOURCING THE SOLUTION

Several options were explored including similar products such as Act and SalesLogix. A supplier recommended looking at GoldMine from FrontRange Solutions and they found the winner.

The next step was to find a FrontRange Solutions Partner with the experience and expertise to implement the solution. They narrowed the choice down and decided upon working with the professionals at Canonbury Services Limited.

In June of 2001, UMS began its unique GoldMine training and installation program. Very different from most clients, UMS took the "Train the Trainer" route. Canonbury



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*Jeff Sawdy, Managing Director
Universal Marking Systems*

trained one person who in turn completely installed, configured and customised GoldMine as well as provided basic training for colleagues. By the end of the summer, UMS had their GoldMine system completely up and running.

UNIFIED SALES AND MARKETING

Since implementing GoldMine, it has become the hub of the company. GoldMine is the database used for all customers, suppliers, and prospects. Every phone call, letter, email, and fax can be automatically stored to each record permanently. Additionally, it is used for logging repairs and servicing issues. Moreover, now only one sales administration person handles all of the scheduling for about four people.

GoldMine was originally developed to help users structure and underpin the sales and marketing processes. UMS have found several of these features to be advantageous. Beginning with the first step of the sales process, GoldMine makes it easy to schedule calls, appointments, annual follow-ups, monitor the sales pipeline, run reports and analyse marketing campaigns.

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no longer missing phone calls, appointments or sales,” states Jeff Sawdy.

TARGETED MARKETING

Building groups and filters also helps UMS to easily locate and monitor information. One benefit of this feature is only the pertinent clients or prospects can be informed of particular products, which may be found useful. Now, customers will not be mailed or emailed about items that are not relevant to them.

GoldMine has found a unique place in the manufacturing industry. UMS is profiting from increased sales, productivity and customer management and their customers are benefiting from the special attention to detail and service as well.

