



Company Profile

Headquarters

London, UK

Founded

2008

Company Description

Flat Rock Technology is a leading software development company that offers bespoke IT outsourcing solutions to clients.

Website

www.flatrocktech.com

Solution

Sugar Professional™

Flat Rock Technology Doubles Customer Conversion Rate With SugarCRM®

IT Outsourcing Specialist Grows Business With Sugar's Superior Customer Life Cycle Management

An ambitious UK IT outsourcing company, Flat Rock Technology manages a highly skilled team in Eastern Europe to deliver bespoke and price-competitive services for small and medium sized businesses. Flat Rock Technology uses Sugar to manage its entire customer lifecycle. As a result it has increased market share, doubled the conversion rate of business leads into high-value clients and reduced contact list management time by 50 percent.

Business challenge

Flat Rock Technology needed a centralised data system to handle its sales and project activities. Of crucial importance was the ability to manage the entire customer lifecycle, from capturing initial interest to managing opportunities, project details and support contracts. Before Sugar, the company's salespeople relied on Excel spreadsheets and emails to track sales opportunities and ongoing project developments. As customer interest in Flat Rock Technology grew, a better reporting system was needed to manage contacts and critical documents.

"You cannot operate your sales organisation and sales pipeline without the right system and tools to do so," explains Ran Berger, Managing Director at Flat Rock Technology. "Initially we had four sales people when the company began and we had a high volume of calls and contacts to deal with, and people were in different stages of the sales cycle. A month after we started trading we knew we needed a system."

Other important requirements were flexibility, affordability and ease of use. "We are a small business and didn't want to waste time and money on operating a CRM tool," adds Berger. "We wanted a software as a service model and a way to reduce total cost of ownership."

The Solution: Sugar Professional

Flat Rock Technology identified a number of tools but narrowed the search down to Salesforce and SugarCRM. After careful analysis, Sugar was chosen as the most appropriate for its size of business. Cost effectiveness and proven capabilities in process and customer management were also key. "We had initial discussions with Sugar and they were very helpful and eager to work with us, while other companies saw us as too small a customer for them. Sugar offered us the best cost to value," says Berger.

"Sugar is impressive for a number of reasons. It's flexible and easy to configure. It's also very easy to manage. We spend very little time and money to train people to use the system. It's that simple."

Ran Berger, Managing Director, Flat Rock Technology



SugarCRM

10050 N Wolfe Rd, SW2-130

Cupertino, CA 95014

U.S.A.

Tel: +1 408.454.6900

info@sugarcrm.com

www.sugarcrm.com

Sugar was very easy to configure and within a few days the system was up and running at Flat Rock Technology. "There was no cost to set up and we managed the installation without any help from Sugar's support team," says Berger. "The implementation process didn't require any additional resources or cost."

Business Benefits

With Sugar, Flat Rock Technology gained an affordable and flexible repository to keep track of each customer lifecycle. The company analyses the sales funnel and performance of its sales team and conducts effective marketing activities such as email campaigns by using Sugar to extract contact detail information based on interest from clients. Using Sugar, Flat Rock Technology has doubled the number of customer wins while reducing the time it takes to manage contact lists by 50 percent.

Crucially, Flat Rock Technology uses Sugar to help convert sales prospects into customers. "We started by thinking we needed to generate a high volume of phone calls and presales activities to attract customers," explains Ran. "When we installed Sugar we realised we could analyse our conversion rate and we noticed we had a high volume of interest but we weren't winning clients." With Sugar's conversion analysis tool, Flat Rock technology changed sales tactics to focus on high value deals rather than increasing the volume of calls. This shift doubled the number of customer wins.

"Sugar is impressive for a number of reasons," says Berger. "It's flexible and easy to configure. It's also very easy to manage. We spend no time or money to train people to use the system. It's that simple."

As Flat Rock Technology grows so does its dependency on the system. "For a small business like ours, Sugar is a lifesaver," concludes Berger. "Our system is always up and running and it never breaks down. Sugar has been a great investment and we are holding on to it."

About Flat Rock Technology

Flat Rock Technology is a leading UK IT outsourcing company that provides a range of valuable services to businesses including software development, enterprise solutions and web applications. With the help of a highly trained team of professionals in Eastern Europe, Flat Rock Technology delivers bespoke and price-competitive services for companies that cannot afford to develop solutions in-house across the UK. Flat Rock Technology employs 40 staff in London and Bulgaria.