

Loomis UK Cashes In with SugarCRM®

The supplier of secure transport services has improved the bottom line of its English subsidiary by switching to SugarCRM with the help of Sugar partner Redpill Linpro.

Company Profile

UK Headquarters

Nottingham, England

Founded

1852

Company Description

Provider of end-to-end cash management solutions

Website

www.loomis.co.uk

Implementation Partner



Loomis transports valuables in armored vehicles equipped with modern surveillance systems for its customers in Europe and the US. The company's roots trace back to 1852, when the gold rush was at its peak in California—a time when customers also required secure transport of their valuables.

Today, Loomis provides customers with cash transport and other cash management services, with sales in excess of MSEK 11,000 (roughly \$1.6 billion). Credibility and close customer contact are all-important to success in the market for secure transport. Therefore, Loomis UK has used conventional CRM systems for many years. However, in spring 2009, the company decided that it was time to find a new CRM system.

“Loomis needed a flexible CRM system that does not cost a fortune to develop. Historically, we had used another online CRM system, but everyone found it inflexible and cost prohibitive when development was required,” says Alex Pettefer, UK Group Marketing Director at Loomis.

The solution also needed to be tailor-made for Loomis and ensure close and professional customer contact, which is all important in the market for secure transport. Management desired a tool that could secure a better overview of the sales activities. And the sales team needed better knowledge sharing in order to reduce wasted time in their day-today work.

After thorough research, Loomis UK selected SugarCRM and Redpill Linpro as its implementation consultants. “Today, our management team can closely monitor developments in

sales and marketing and compile core knowledge for analysis at management level,” says Pettefer. “The sales consultants share knowledge to a much greater degree and have a better overview of sales activities. All in all, it has been a great success and has saved us 25 percent on the bottom line in just three months.”

Training in Clear Language

It was important for Loomis UK that the CRM system be widely adopted by all users. Loomis UK commenced their use of SugarCRM in April 2009 and prior to this implementation, Redpill Linpro's Danish division conducted an intensive two-day training program for the management and sales team.

“In just two days, Redpill Linpro trained our UK sales team and management group. The company's consultants were extremely adept in understanding our varying training needs and explained SugarCRM's many possibilities simply and in a language we all understood, rather than technical jargon. Because of this

“All in all, [working with Sugar and Redpill Linpro] has been a great success and has saved us 25 percent on the bottom line in just three months.”

Donal Keane
UK Marketing Manager
Loomis UK

refreshing approach, we all received a comprehensive hands-on introduction to the system and an immediate overview of our customers, projects and sales activities,” says Pettefer. “Redpill Linpro were extremely professional and met every deadline throughout the migration and implementation processes. Of course, most importantly, Redpill Linpro have provided Loomis UK with a CRM system that is not only extremely easy to work with on a day-to-day basis but, also inexpensive to develop in the future. For Loomis UK, it's a solution which delivers today and tomorrow.”

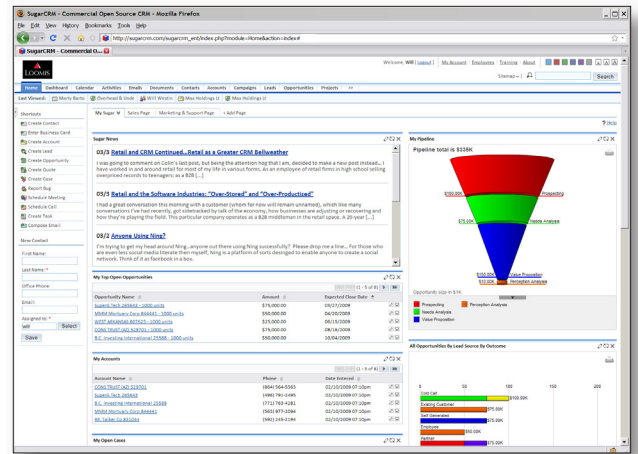
Satisfied and Secure Customers

Loomis UK customers are found in the banking world, retail sector and other commercial sectors. Because Loomis UK typically handles cash and other extremely valuable items, customers' trust is all-important to the company's existence.

“At Loomis UK, our relationships with customers are naturally quite sensitive and we must work diligently to create and maintain close, personal relationships. Our switch to SugarCRM means that we are now even better equipped to deliver excellence in customer service while ensuring that our teams stay fully up-to-date on individual customers' situations and customize offers and services to those specific needs. We can already see that SugarCRM strengthens our customer relationships, resulting in even more satisfied and secure customers,” says Pettefer.

According to Redpill Linpro, in addition to significant savings, customers like Loomis UK achieve vastly improved customer service when they replace their old CRM system with

SugarCRM. “SugarCRM's campaign module is an effective tool to reach the right customers with the correct and tailored information,” says Kristian af Sandeberg, Product Manager for SugarCRM at Redpill Linpro. He adds, “In addition, SugarCRM has a very strong workflow function that automates the company's processes. Many of our customers find this function valuable to their business; that external enquiries are channeled directly to the right employee instead of a central post-box. The tool also ensures that regular follow-up on customers takes place.”



About Loomis UK

Loomis UK offers end-to-end cash management solutions for clients in retail, financial and other sectors throughout the UK. With over 2,500 employees and a fleet of over 800 vehicles, Loomis services customers throughout the UK. With sales in excess of MSEK 11,000, the Loomis group provides customers with cash transport and other cash management services throughout Europe and the US. Loomis is listed on NASDAQ OMX Nordic Exchange in Stockholm. www.loomis.co.uk

About Redpill Linpro

Redpill Linpro is the leading provider of Professional Open Source services and products in the Nordic region. We provide consulting, development services, training, support and application management for many of the world's leading Open Source software products. Redpill Linpro has clients in all the Nordic countries and offices in Stockholm, Oslo, Copenhagen, Helsinki, Karlstad, Gothenburg and Stavanger. www.redpill-linpro.com

“Our switch to SugarCRM means that we are now even better equipped to deliver excellence in customer service.”

Donal Keane
UK Marketing Manager
Loomis UK