

“This business information solution benefits not only our company, but has the potential to benefit our customers.”

James Yates
Commercial Director



Service

Customer Profiling Audit Tool CRM System Plug-in

Problem Definition

Highlander Computing Solutions, a well-established IT service provider based in the UK, wanted to provide its Marketing function with additional and enhanced data to drive marketing campaigns more effectively for themselves and their strategic vendors. Highlander Computing Solutions is a Reseller of a popular CRM system, also using the same system as its own CRM platform. James Yates, Commercial Director at Highlander Computing Solutions, saw an opportunity to enhance their business by adding a capability to their CRM system deployment.

Solution

channelcentral was engaged to look at the feasibility of creating a plug-in to the CRM system. The Customer Profiling Audit Tool application had to be:

- Secure, accessed via SSO (single sign on) from the CRM system.
- Flexible, so that Highlander Computing Solutions could extend the data collection fields without channelcentral's involvement.
- Simple to use with an intuitive User Interface showing the user the percentage of required information gathered.
- Integrated with the CRM system, so that data collected in the tool would be stored against the appropriate customer record.
- Portable, so that if another customer of the same CRM system wanted the same plug-in, it would be possible.
- Pre-populated with fields that were logical to begin with (e.g. Network, Client Software, Email).

channelcentral has delivered the application using the .NET framework and handled the login and data elements using the CRM system API.

Business Results

Since the launch of the Customer Profiling Audit Tool, Highlander Computing Solutions has gained a greater knowledge of its customers and their needs. This data captured using the Customer Profiling Audit Tool, enables Highlander Computing Solutions to be more proactive with customers e.g., knowing that customers are using an Operating System version that is reaching end of life, allows Highlander Computing Solutions to offer proactive migration solutions. The Customer Profiling Audit Tool Customers who may benefit from refreshing their hardware or software can be alerted.

When Vendors engage with Highlander Computer Solutions to do marketing campaigns, they are amazed at how easy it is to target prospective customers for their solutions using the Customer Profiling Audit Tool. Instead of 'scattergun' marketing Highlander Computing Solutions can facilitate campaigns that are relevant and resonate with customers.

As a CRM system Reseller, Highlander Computing Solutions can already help organizations; the Customer Profiling Audit Tool plug-in created for their own deployment can also benefit those businesses too.



Customer Delight One Year On

Highlander continues to give very positive feedback on the Customer Profiling Audit Tool. As is common with CRM related projects, Highlander did experience some initial resistance by staff to using the tool; not in using the tool itself, but in contacting customers to find out information that maybe they thought customers would think they already knew. However, Highlander staff found that their customers were really pleased to be approached and asked as it made interaction relevant. Customers (and Vendors) have been delighted with more relevant targeting and the Customer Profiling Audit Tool has improved the customer relationships.

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**James Yates, Commercial Director,
Highlander Computing Solutions**

“It is great that this business information solution benefits not only our company, but has the potential to benefit our customers also. Vendor feedback has been amazing. Working with channelcentral has been exceptionally smooth; we’ve experienced no issues: it just works.”

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Tim Moyle, CEO, channelcentral.net

“Highlander has recognised an opportunity of which the benefits extend beyond its own business. Our expertise and focus are in the heart in the IT Channel, so it is fantastic that this solution has multiple benefits to the Channel.”

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**About channelcentral**

channelcentral is a highly focused and dynamic software provider for organisations in the IT Channel.

CHANNELCENTRAL.NET
TECHNOLOGY BUSINESS SPECIALISTS

channelcentral’s key strength is its expertise and ability to take complex data sets and provide user friendly tools that provide fast, accurate and relevant product and service quotations for Manufacturers, Resellers and Distributors in the IT Channel. channelcentral services enable companies in the IT Channel to become more efficient, profitable and easier to do business with. channelcentral is a leading Configure, Price, Quote (CPQ) Software as a Service (SaaS) Company with clear specialisms in the IT Industry and eCommerce environments.

About Highlander Computing Solutions

Established in 1995, Highlander Computing Solutions provides end-to-end IT services and solutions to organisations in Sheffield, the UK and beyond. It holds several technical



accreditations with the world’s largest IT Vendors and offers a full suite of services from Infrastructure through Security and Cloud Services. Highlander firmly believes it can inspire change for the better and keep IT the way it should be; uncomplicated. It believes technology should be an enabler for smarter, more efficient working that supports the business goals. Highlander prides itself on its exceptional customer experience and is proudly from Yorkshire.

For more information on channelcentral services go to

www.channelcentral.net

