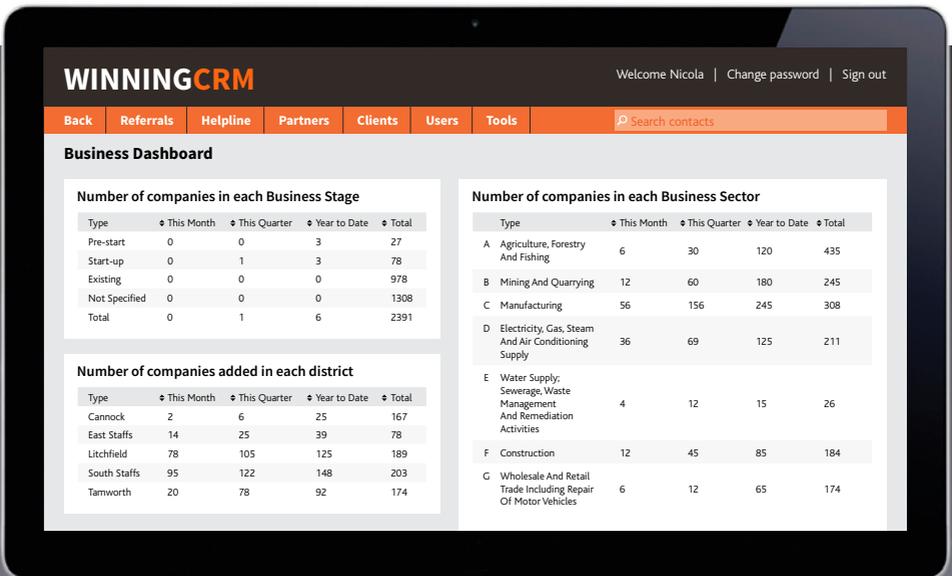


# CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

Winning CRM, driving high quality performance in local business support



Unlike pricey, off-the-shelf sales focused CRM solutions, our system has been designed specifically to help local providers, particularly Growth Hubs and Local Enterprise Partnerships, manage the quality of local support.

Supporting businesses effectively to develop and grow requires a high quality support offer. The talent, knowledge and experience needed to unlock business and economic growth most likely already exists in your local area, the question for Growth Hubs is how to harness and exploit this for the benefit of local enterprises.

Our CRM system has been designed specifically to help Growth Hubs manage the quality of local support. Heavily sales focused, off the shelf CRM solutions are all well and good, but apart from the high costs they also lack the functionality needed around programme control, automated referral processes and overall management, quality control and impact.

Our CRM provides all this, and other potential benefits we offer, depending on functionality required, including...

- > Local Partner Referral mechanism to manage their effectiveness from start to finish including automated client feedback capture.
- > Helpline management tool including call capture.
- > Improved consultant selection, with advisers more closely matched to client needs.
- > Previous support feedback displayed in transparent dashboards, leading to increased client satisfaction.
- > Online impact capture, demonstrating jobs created and GVA by programme, adviser and/or supplier.
- > Improved management information, with reports for impact, opportunities and time spent built into the system.
- > Very low cost implementation when compared to other systems.
- > Optional content management system to drive public facing web sites and portals, which also builds up a local Knowledge Bank of information.

**CASE STUDY:****Stoke & Staffordshire  
Growth Hub CRM**

The Growth Hub team set the bar high with a brief to bring together local advice organisations and individuals to collaborate as genuine partners, presenting a cohesive offer to potential Growth Hub client businesses. The CRM we developed provided a foundation to help make this happen.

After 30 months of operation it has become a key resource to manage support for approaching 4,000 businesses. More than 200 local partners have subscribed and almost 13,000 support referrals made.

Built in automated quality management functionality oversees referral satisfaction and impact levels. This is incorporated into the flexible management information and reporting suite, enabling the creation of bespoke information and a dashboard to assist day-to-day management.

FOR MORE INFORMATION CONTACT: