

Bike firm rides higher thanks to Act! CRM



JAN KUIPERS
NUNSPEET

Held back by inadequate, self-built systems, the Netherlands' leading bike parking firm, Jan Kuipers Nunspeet, decided it needed outside help and now uses Act! to ensure information flows more freely between its different operations.

When it comes to innovative solutions, Jan Kuipers Nunspeet is the go-to manufacturer in the Netherlands. Bike shelters, racks, benches, litterbins, bridges, protectors, anti-parking rails and bollards – you name it, Jan Kuipers Nunspeet makes it.

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As a result, the company has carved out an impressive niche for itself in this most bike-friendly of countries. Already an established supplier to government and large organisations, there are many more opportunities for Nunspeet to add to its list of contracts.

But until recently, one thing was holding back this nearly 90-year old company from even greater growth – it lacked a clear and complete picture of its customer base, a problem it remedied by turning to Act! CRM. Nunspeet's Head of Purchasing and ICT Manager, John Herik, explains.

“The databases we had created ourselves to track quotes and sales were paper-based and didn't work with our ERP system. That meant information had to be transferred manually between them.

So, even though sales order processing, production and invoicing were all running smoothly enough, we didn't have any visibility or knowledge about what was happening before an order was taken."

Nunspeet could see that they needed an effective CRM to create a pipeline that worked across all their systems. John and his team considered various software options, like Microsoft Dynamics and Sugar CRM, before selecting Act! CRM.

"A decisive factor in choosing Act! CRM was the freedom it gave us," says John. "With Act! we could set up fields ourselves and create reports. It was also intuitive and user friendly, and the initial investment was very cost effective. Together, all these things convinced us that Act! was the best solution."


One co-ordinated system

"There was an immediate improvement the moment we implemented Act! CRM," says John.

"Suddenly, leads were being consistently contacted, offers were being properly co-ordinated, and we were able to calculate the chances of winning new business." They were also able to start connecting different parts of the business.

"Now if bookkeeping is having difficulties with a customer over a payment, they can just tell the sales team not to pursue any new business with them. We couldn't do that before."

They are also using Power BI, a Microsoft plug-in for Act!, to help them better identify and assess the opportunities with the greatest degree of success. With all the extra understanding that Act! has given them, Nunspeet is much better equipped to deliver targeted mailings and marketing campaigns to its most receptive audience.



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Fresh insights and time saved

“So, not only has Act! provided us with profitable new insights,” says John “but it’s also saving us lots of time. Now every design and calculation is saved in digital folders, rather than the physical binders we used before, which makes finding information much faster and easier. Everything is just two clicks away.”

An unexpected consequence of using Act! CRM is that despite doing much more digitally, employees are actually talking with each other much more.

Now every two or three months the company holds meetings where the team gets together to check that Act! is as up-to-date as it can be, and whether they need to change any processes, or add or remove any fields. “We want to avoid any clutter in the system and make sure we’re getting the most out of it,” says John.

You could even say that by putting Act! in the saddle, far from parking up its ambitions, this bike-focused firm is now geared to enter a whole new cycle of growth!



RESULTS

- There is much greater focus and effort on the best opportunities as the chances of winning new business can be much more accurately calculated.
- Mailings and marketing campaigns can be much more effectively targeted at the most relevant audiences.
- Communication and interaction between team members has been greatly improved.
- Productivity has gone up, as data can now be saved in digital folders rather than physical binders, leading to time savings.

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