



Client Case Story: Midland Lead Manufacturers Ltd

Midland Lead Manufacturers Ltd was established in 1983 and has since developed into one of the UK's major lead sheet suppliers. Its objectives are straightforward; to innovatively manufacture lead sheet, quality certified by the BBA, to be competitively priced, and with customer service is at the forefront of everything they do. It is one of only three UK base metal companies certified by the British Standards Institution (BSI) for successfully implementing both an environmental management system and an occupational health & safety system.

Due to the many different applications of lead - as a weatherproofing material, soundproofing material, radiation shield or as ballast - Midland Lead's customers come from a range of industries including; the building, entertainment, heavy-lifting, marine and medical industries. But whatever the customers' background, the emphasis is personal customer service. Sales representatives cover the UK. They meet customers and prospects face-to-face to deal with their lead enquiries, backed up by a team of experienced sales administrators and a business development manager.

Although the business has been running successfully for over 25 years - selling 400,000 tonnes of lead sheet in the UK and worldwide - it realised that in order to stay ahead of the competition, it needed to enhance the internal systems and procedures to control and manage customer relationships. The company reviewed various options and turned to its IT partners Cooper Parry, for advice. Cooper Parry reviewed the company's requirements and recommended Microsoft CRM.



The system is now implemented. All customer contacts, whether via head office sales staff, phone calls or field visits by our representative force, are stored in Microsoft CRM and are retrievable from one central system. Real time access to customer details helps the area sales managers plan their time more effectively. In particular, they have the information available to contact customers at the point where they are likely to order material - a real benefit of the CRM system, as 'Being at the right place at the right time' is crucial for the business. In addition, the new CRM system provides real-time access to all information for both the sales office and the sales force on the road.



The implementation of the CRM system has been challenging, but worthwhile. Steve Kitchener, Midland Lead's sales and marketing manager, commented: "Cooper Parry have supported us every step of the way, helping to 'configure' the system as required and to train all our people to the necessary standard of competence. It has been hard but it has also been fun and it is that deft touch which has made the process so enjoyable and ultimately successful. Cooper Parry already supports our business system, Navision, and ensures our network maintenance and security, so we've been very happy to add CRM to the mix."

Keith Spencer, sales office supervisor: "I have project managed, implemented and upgraded computer systems in two continents over the last 25 years, but this implementation was one of the quickest and most efficient yet - thanks to the efforts of a very professional team at Cooper Parry working in close liaison with Midland Lead."

Paul Farmer, area sales manager (North West): "The introduction of the CRM system enables the area sales managers to have up-to-date information relevant to any customer at the touch of a button."