



## Client Case Story: **Serious**

You would probably not expect a company dealing with waste disposal to be high-tech. You would be wrong. As their name suggests Serious in Burton-on-Trent, are serious about their business, and also serious about their IT systems.

Serious is a company with attitude, environmental responsibility and personal service. There are two sides to Serious's business. The first is the collection of sewage by tankers - this is concentrated in the midlands and the north west of England. The second is the design, installation and maintenance of sewage systems - this business is conducted across England and Wales.



In order to help them control their operations and sales processes they turned to Derby based Cooper Parry IT Solutions who recommended and installed Microsoft's CRM (Customer Relationship Management) system.

Managing Director, David Birkett, commented "We thought we needed separate systems to help us manage our operations and our sales processes. Cooper Parry showed us how we could use Microsoft CRM for both. We now manage our daily work schedules and monthly contracts through CRM. We have also set up the standard steps to follow in our sales processes. We can now monitor

and manage each sale as it progresses."

David added "Microsoft CRM is a good match for the sales and operational sides of our business."

Microsoft CRM is being used in a wide range of businesses and can be tailored to provide different needs. Head of IT at Cooper Parry, Peter Colledge commented: "One of Microsoft CRM's strengths is that it can be used as part of Microsoft Outlook." We all use Outlook for our day-to-day tasks and incorporating Microsoft CRM in this way makes it easy to use. Getting staff to use a company's CRM system is often a problem but being part of Outlook it couldn't be simpler."

Cooper Parry IT Solutions are a Microsoft Gold Partner, and sell the Microsoft Navision accounting suite as well as Microsoft CRM and the full range of Microsoft back office and network products.