



Business & Enterprise North East
Seaham, England

Industry:

Public Sector

Employees:

345

Oracle Products & Services:

Oracle CRM On Demand

Implementor:

Oracle Consulting

“Oracle CRM On Demand gives us a complete, out-of-the-box customer management solution at a predictable monthly per-user price. It is critical to our ability to help boost economic productivity in the North East.”

– Gary Slater, Head of Business Systems, Business & Enterprise North East

Business & Enterprise North East Uses Next-generation CRM to Boost Performance

The mission of Business & Enterprise North East (B&ENE) is to develop today’s entrepreneurs and businesses to ensure they are a successful part of tomorrow. The company has the remit to provide the Business Link Information, Diagnostic and Brokerage (IDB) Service, Investment Centre and Train to Gain branded services.

Challenges

- Leverage world-class customer relationship management (CRM) applications to maximize contribution to growth in the North East’s economic development following merger of four regional organizations into a single, regional unit
- Improve staff productivity and enhance customer service
- Reduce system cost of ownership and gain scalability to offer more services to a growing number of businesses without increasing resources

Solution

- Commissioned Oracle Consulting to implement Oracle CRM On Demand and configure it to specific requirements
- Chose Oracle CRM to benefit from Oracle’s commitment to continuous product innovation
- Gained 85% of functionality required, went live in five months, and rolled out to 300 users after minimal training
- Leveraged Oracle CRM’s high degree of configurability to build additional case management and analytical capabilities
- Managed 35,000 client interactions annually on a single system
- Gained a single view of 50,000 customer records and enforced consistent, automated, workflow-routed processes to streamline customer interactions and ensure timely advice and assistance
- Enhanced up-to-date business intelligence for decision-making
- Benefited from Oracle CRM On Demand’s software-as-a-service model to enjoy full solution hosting with 24/7 monitoring, tailored service level agreements, and regular system refreshes and upgrades
- Improved system performance and freed Business Systems team from the responsibility of day-to-day management
- Accelerated time to value by 12 months