

ADVENSYS CASE STUDY: Besseges VTF Ltd.

BESSEGES

VALVES
TUBES
FITTINGS

Besseges (Valves, Tubes and Fittings) Ltd is located in the North West of England and supplies the pipeline industry with a vast range of products. The company is staffed by individuals who have many years of experience within

Besseges (VTF) and this is a vital part of their philosophy.

Effective Teamwork in Selling

*“When customers call us, they know that they are speaking to people with vast experience and knowledge. We can tell them which products are right for them, and help them to avoid making costly mistakes. That initial impression of experience has to be backed by the ability to get a quote to them very quickly,” says **Mark Savarizadeh**, the Sales Director.*

“The Advensys system lets us both fax and email quotations directly from the system, and ensure that we have details of all revisions to the quote. If we emailed the quote six times before it was finally turned into an order, we have details of all six versions of that quote, along with all accompanying message text stored within the framework of the order. Therefore, if we have to refer to the order and view every revision months or even years later, we can do it instantly” adds Mark.

Steve Tate, sales manager adds, *“A great deal of our business is also generated from regular face-to-face meetings with clients. We need to know what projects they might have up and coming in order to be in with a chance of winning the business. I spend four days each week on the road. The integrated diary in the system allows me to record appointment details in two clicks whilst I am arranging the appointment. Having made my visit, I am then able to record the results of the call within the diary. The system then stores my updates back in the prospecting system. Hence, my colleagues can see my schedule at a glance, and we can all see the marketing activity which has gone into each account or prospect.”*



Steve adds: “As I am out so much, colleagues can SMS me directly from the system if there’s something I need to know that will affect my plans. All in all the integration is impressive, and it helps us work as a closely-knit team.”

Buying

“I buy for stock looking at the sales forecasts, which the system produces, and this allows me to process orders for multiple suppliers in one pass,” says Mark Savarizadeh.

“Whilst we supply the majority of customer needs from stock, we still have to order lots of items on a Back-To-Back basis from our suppliers. It makes sense for some items to go direct from the supplier and the system allows us to email our paperwork to the supplier, so that it is clear the goods have come from us. Each salesman can do this from within his sales order.”

Financial Considerations

Marie Arrowsmith, Managing Director, sums up the situation: *“Mark, Steve and I need to be able to be in contact with the business from anywhere, and the system achieves this for us, since we only need a web browser to access it. Although I may be working remotely, I can see every document passing through the system. It gives me an instant idea of how busy we are on an hour-by-hour basis. For example, I can look at the pick notes being produced and this gives me an idea of the load on the warehouse.*

Whilst I am away from the office I can generate payment schedules to pay suppliers and send them electronic remittance advices directly from the system. Our industry has a complex supply chain and involves the need to process a lot of transactions every month. Efficiency in the way we do this is paramount, as good supplier relations mean we can continue to offer an excellent customer service. Conversely, on the sales ledger I have access to all dealings with our customers through our credit control systems and can see at a glance any issues that need to be addressed. The diary system behind each account is an essential tool to give a fuller picture of how accounts are managed.”

Marie was asked to comment on how the system was implemented.

“You don’t always see every issue at the time you are looking at new systems, so we had a number of things we discovered needed changing after going live. Advensys did this for us, but made sure all these enhancements became part of the standard product. When they install upgrades, we know that our specialist features are still going to work, whilst we benefit from the enhancements other people request. Our system will continue to be enhanced for many years to come. We get release notes along with each upgrade they install, and they support our business wherever we happen to be working from.”

Advensys would like to thank Bessegés (VTF) Ltd. for their kind permission to reproduce this case study.