

BOWAK LTD CASE STUDY

INCREASED COMMUNICATION BETWEEN
SALES & MARKETING GENERATING MORE
WINS

www.bowak.co.uk

OBJECTIVES

Bowak Ltd had been working with an in-house custom-built CRM system.

While this had got them so far it was no longer providing them with the opportunity to scale, and the management team were very aware that it would not be able to support the growth they were looking for, particularly with regards to automating some of the more laborious processes

The team had a clear idea of what they needed because of what the limitations of the previous system which made it easy to see the advantages of moving to a Microsoft Dynamics 365 Sales Enterprise platform.

SOLUTION

The implementation of a large-scale CRM was truly innovative in their industry but Bowak Ltd felt able to take the plunge, supported by the Cloud 2020 team. Being able to integrate their marketing and sales team was a key part of the desired outcomes which meant that customising forms to enable segmentation of Leads and Customers was hugely beneficial.

BENEFITS

Bowak Ltd are a great example of implementing a CRM system with in-built marketing resulting in a stronger connection between sales and marketing. This has the benefit of increasing business efficiency as the workload for each team (sales and marketing) has gone down and both departments are now working much more collaboratively.

The sales team can see the messages which have been sent to each customer and the dynamic reporting shows the direct impact these messages have had. This has supported Bowak Ltd to increase contact with customers and improved sales on products featured in marketing pushes.

The sales team are able to sell more as they can track orders in person on-site using the mobile app. This allows them to see what products were purchased previously, suggest suitable complementary products and let customers know if a product they order is about to be discontinued and suggest an alternative



AT A GLANCE

CHALLENGES

- Current system restricting growth
- Industry uses outdated systems
- Distance between Sales & Marketing teams

BENEFITS

- Improved communication between Sales & Marketing
- Increased income from sales
- Platform is no longer a barrier for growth



NATASHA

Internal Account Manager

“My biggest worry at the start was trying to implement something without much IT skills. The level of information & pace of learning matched what we were able to work with. Support from Cloud 2020 has been absolutely amazing.”