



ENABLING GROWTH WITH A ROBUST CRM PLATFORM



OVERVIEW

- Winter-maintenance company
- Staffing more than quadruples from 60 to 250 in the winter period
- Required automated notification and job allocation system to support rapid growth
- Outsourcery provided private hosted cloud-based CRM platform

www.gritit.com

Winter-maintenance company GRITIT provides gritting and snow clearance services for commercial property sites across the UK.

Founded in 2004, it works with up to 250 staff in winter periods to make sure that its clients' properties stay safe to use when the weather turns colder.

Due to the business' rapid growth, the company needed an automated service to improve work delegation and communication with customers. GRITIT therefore turned to Cloud Service Provider Outsourcery to provide a cost-effective and robust CRM platform to support the company's growing customer base securely.

GROWING PAINS

The nature of GRITIT's business and their clients vulnerability makes it imperative to track all data surrounding its services and clients.

The company must always keep extensive records to ensure that its customers do not face legal ramifications by their visitors or tenants for negligence in the face of dangerous weather conditions.

Brendon Petsch, GRITIT's IT Director, explained: "In our company's infancy, we had to perform a lot of legwork to make sure that all our activities were fully recorded for legal records. By tracking the weather on a daily basis, we were able to get an idea of what sites would need our attention and were able to draw up a list to send to our teams. It is vital to our business that we make sure that all work is recorded and reported the during the evening.

"When we were a small company, we could manually perform these tasks. However, as the company expanded we needed a strong IT infrastructure to automate this process, enabling us to maintain a high quality service."

Outsourcery's cloud-hosted solution has been essential for our continued growth. We have a diverse business, operating with a number of regional directors across the UK. Having a remotely managed CRM system takes away the need for technical management expertise.

Brendon Petsch, IT Director

THE OUTSOURCERY SOLUTION

To meet GRITIT's automation demands, Outsourcery installed a robust CRM platform using Microsoft Dynamics, hosted privately on enterprise-grade servers through the cloud. Outsourcery developed many bespoke features to supplement GRITIT's solution, including:

- Weather forecast integration collecting 15,000 cells of data
- Notification app to send emails to specific individuals regarding target job sites
- Pre and post email notification system to alert customers of gritting & snow clearance
- Security, safety and data protection from an Outsourcery hosted cloud

"While many providers proved to be cost-prohibitive for our business, Outsourcery was flexible and cost-effective in a way that others simply couldn't have been. They have offered fantastic support ensuring that our CRM platform manages and implements all critical data into easily digestible formats," Petsch commented.

"They also developed a weather forecast aggregation tool, supplying us with key information everyday at midday for us to act upon. Shared in a raw excel file, Outsourcery's CRM platform instantly integrates this information with our list of clients' sites, immediately telling us if we need to treat a location within the next 24 hours. The whole process is automatic, drastically reducing the time and manpower needed to determine how we can best help our clients."

SIMPLE, EFFECTIVE LOGISTICS

As a result of Outsourcery's CRM solution, GRITIT has minimised the time it spends processing data whilst improving accuracy and customer communication.

Petsch explained: "The total amount of time it takes for our CRM system to integrate weather reports, apply this information to clients' sites and flag jobs that need processing is around six minutes. Compared to our old manual processes, this is a huge improvement, enabling us to quickly act on our clients' behalf to make their properties safer in the face of wintry conditions.

"Outsourcery also developed a strong notifications system, which has proven essential for our business. Due to the nature of our work, with sites being serviced overnight to avoid disruption and being able to cover the entire site. It is therefore vital that we communicate to them, and anyone else affected by our work, what we have done and when we've done it.

"Outsourcery's solution automatically generates email templates that compile data according to the sites managed by GRITIT, sending around 150,000 emails last season, which has proven hugely beneficial."

GRITIT'S AGGRESSIVE GROWTH PLANS

The automation of site allocation and customer communications goes a long way to support GRITIT's continued growth across the UK.

The company has an aggressive five-year growth strategy, which relies upon consistent updates to their CRM platform.

"We will be working with Outsourcery during the summer months to make sure that our IT infrastructure is fully capable of supporting our fast development", Petsch concluded



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0843 366 6060

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