



Customer Success Story

*James Bentley, General Manager, COP UK,
talks about working with Avrion for CRM success*

About COP UK

COP UK are a UK based manufacturer and distributor of CCTV products with over 20 years of trading experience.

COP UK invest in products and processes to eliminate any potential problems, and to ensure they meet installer requirements in the following areas: fair and competitive pricing, outstanding and relevant functionality, product availability, next day delivery with scheduled time slot, reliable, warranty protected products, immediate and in-depth technical support.

COP UK have value-engineered every process in the company, from pre- to post-sales support to reinvesting in infrastructure for the benefit of customers. A significant investment in Customer Relationship Management (CRM) forms a major part of that investment.

CRM is a key asset in identifying any potential problems and taking pre-emptive measures to ensure the outstanding product quality and reliability that customers require.



"We trusted Avrion, that they would get it done; they know what they are doing."

James Bentley, General Manager



*"We are able to work smarter,
not harder"*

Looking back

COP UK identified that their CRM system was just not delivering the right benefits to help them move the business forwards. The company needed to find a new CRM software solution and a new Solution Partner. James Bentley, General Manager, looked back at their first CRM implementation:

"Outstanding Customer Care has always been a key issue for us and so CRM is a key part of our business requirements. We have been a CRM user for some time, but we faced the reality that neither the software we used nor the CRM partner we appointed were working for us, so we needed to make some changes. It wasn't that there was a fault or problem with either of those elements, just that they were not right for us; the software and the vendor were not a good fit.

"Our Sales Manager took an initial look at several possible new CRM systems, but first we wanted to appoint a CRM partner to work with us to get the CRM software that was right for us, plan the implementation of a solution tailored to our needs and help us plan for the future. We appointed Avrion".



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"We selected Maximizer, it was exactly what we wanted, delivered all the benefits we wanted and was easy to use"

Moving forward

"Having selected the right partner and the right software, we worked with Avrion on what our business needed from CRM. We needed to avoid all the pitfalls associated with CRM; Avrion was the right partner to help us.

"Our focus on providing outstanding products and service to our customers was a major success measure for the CRM system at COP UK. Our objectives for our CRM goals internally would undoubtedly result in us achieving our objectives in customer care.

"Avrion took the 'business tool' rather than the 'technology' approach. They listened to what we wanted and delivered exactly that, then added their knowledge and experience to make it really work for us. It wasn't made complicated: both the CRM software and the relationship were enjoyably jargon-free. We selected Maximizer, it was exactly what we wanted, delivered all the benefits we wanted and was easy to use".

A continuous process

COP UK needed a system which would deliver benefits today and on into the future, so a clear plan was essential. They worked closely with Avrion on creating the plan and ensuring the project didn't get out of hand but could evolve with our needs. James found that the whole process went superbly:

"Avrion's project leader's product knowledge and understanding of our business was invaluable. They didn't try to change the way we worked unless it was a good and better solution. They were able to provide a solution which worked with what we do.

"It was essential that we were able to integrate other systems, Sage accounting and our website. Avrion identified these requirements, and rather than asking us to change the way we worked, offered solutions so that we didn't have to change the way things were done. Avrion

fully researched our needs and developed a plan to move forwards down a positive and productive path. Goals and targets were identified and met.

"We needed to have our quotation system working with Maximizer. We decided the best way forward was to re-write/replicate it in a more compatible technology. It went very well, a little over time but that was very well communicated, and whatever Avrion said they would do, they did. They looked at how it worked and how we wanted it to work and simply delivered a quotation system which did exactly what we wanted and exactly what we were used to.

"The solution helped substantially with efficiency internally; Account Management improved and service to our customers got better. We can identify issues and potential issues affecting customers before they become problems."

*"They (Avrion) didn't make it over complicated.
Totally restored our confidence."*



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Commitment to the system

James knew the issues outside of technology and commitment that could negatively affect success; and outlined how well, by working with Avrion, they worked out.

“We understood the need for Executive and User commitment and how important and powerful that was in making the project a success. We also understood the long-term investment and how CRM was integral to our business goals; Avrion helped us stay on track with that.

“Change is often disruptive in organisations, but the system was very easy to use and, unlike the previous system, was uncomplicated. The staff loved the new Maximizer CRM system. We invested in training; it was brilliant, and meant that users were proficient and confident using the system, so we have none of the typical cultural issues of lack of user adoption”.

“We never had to wait. Avrion are easy to deal with, understand what we need, and no over-promising.”



Working with Avrion

James was very pleased with the solution and how Avrion always just worked round a problem to find a great solution.

“They were experienced enough to plan, manage, help, guide and advise; big enough to help us but the right size to offer a personal service we felt was exactly right for us. The communication was superb and any issues affecting the scope of the project were presented upfront, no problems or unexpected issues were hidden from us. Everything was upfront and dealt with quickly and efficiently.

“With real in-depth product knowledge and a level of understanding of our business, Avrion used their skills to combine software knowledge with our business needs. All points of communication with Avrion were excellent. If you ask ... it gets done. You don't have to chase queries and you don't get a “it cannot be done” response.

“The Account Manager support was also great, no pushy selling, just great account management with the personal touch. We are very happy with our new CRM solution and our new partner Avrion - a pleasure to deal with”.

“We can measure the value of the system just by imagining the business if someone took it away and what we would lose every day”.

About Avrion

Avrion successfully delivers CRM solutions to a wide range of businesses. Our core competence is deploying software technology solutions that make businesses effective and efficient.

As a solutions partner for Maximizer CRM, with over 300 successful projects, we have adopted a Partnership approach, with the customer as the expert on their business and Avrion as the experts on making CRM work.

Avrion are passionate about how we design, implement and support solutions that meet the needs of businesses. We use comprehensive and proven project methodologies that ensure a tailored solution suited to each business, delivered on time and within budget.

Avrion help to evolve CRM strategies so that CRM solutions continue long term to be relevant and valuable to our customers' business.