



Customer Success Story

Dave Ambridge, Key Account Manager at Croft Communications, talks about working with Avrion for CRM success

About Croft Communications

Recognising a demand for reliable and consistent business telephony, CEO Daniel Cox established Croft Communications Ltd (formally Mobile Account Solutions) in February 2006.

In more than a decade since, Croft Communications has gained an exceptional reputation for its commitment to helping businesses reduce their telecoms expenditure – its success highlighted by a listing in the top five of the 'Sunday Times Fast Track 100' on three separate occasions in 2011, 2012 and 2013.

Their next-generation technology is not only helping businesses stay ahead of the competition - their systems are also benefiting public sector organisations by enabling healthcare and education providers to become increasingly efficient, whilst maintaining a strict budget. The introduction of cloud-based telecommunications has helped clients to thrive by making them more accessible to their own audience.

The company's continued growth meant it was time to invest in a CRM solution to improve staff efficiency, customer satisfaction and to ensure that high quality customer service continued into the future for Croft Communications.

Selecting our CRM Partner

Dave Ambridge, Key Account Manager of Croft Communications, talks about getting started with CRM and CRM Solutions Provider, Avrion.

"The business was growing in such a way that it became clear that the demands on customer service would increase. Croft Communications saw a clear need to invest in CRM in order to help them maintain the personal and efficient service they offered to their customers. They set out to find a CRM solutions partner and suitable CRM software.

"We didn't have an existing CRM system or previous experience of implementing a CRM solution, so we needed to be very sure we found the right partner to help us and that together we would select the right CRM software solution. We chose Avrion because of the good relationship we had developed. They helped us select Maximizer CRM. Although a wide range of CRM systems was available, they were either too expensive or cheap and inflexible. Maximizer was very reasonably priced and gave us everything we needed.



"We saw really positive benefits in our business."

Dave Ambridge



"Avrion met our objectives in every way."



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“CRM was something we knew needed to be used every day, by everyone, and that it would become a core part of our business. We are open all day, every day, so both our partner and solution had to be reliable and able to respond well to our business needs. We have to deal with constant change, as lots of things in the business have developed and grown; our CRM needed to be able to grow and change with us.”

Getting started

“It was very important that we identified our needs very clearly and made sure the CRM solution we selected met those needs, both now and into the future.

“The business started originally with three people. Good customer care was easy then. We built good relationships with our customers and it was very important to be able to continue and expand our customer care programme; that was a priority for us.

“It was essential that every customer could be effectively cared for by whoever answered the phone at Croft Communications Ltd, so we needed comprehensive customer information at our fingertips so that any query could be dealt with quickly and effectively.

“We needed to get it right. Avrion has helped us do just that with Maximizer CRM and will continue to do so into

the future to support the company’s growth.

“We wanted to put the system to full use, including Dashboards for easy access to the type of information relevant to our business, data profiles to help us with change management, extensive reporting to manage and grow the business in the right way, information to help us achieve our goals – and many more different uses. Our Finance Department can even use it for credit control Avrion understood our business and helped us.

“Avrion’s training and education were excellent. They trained our teams on how the system should be used for the way we operated. It wasn’t a ‘canned’ training course but specific to how we had designed and configured the system and how we worked.”

Meeting CRM objectives

“Getting the system right from day one was key to our success; we worked with Avrion to do exactly that by using Maximizer CRM.

“Avrion met our objectives in every way – Customer Service, Support Ticketing, sales processes, monitoring of deals, extensive reports, streamlined sales meetings, compliance requirements, comprehensive customer details, with easy access and extensive history, team communications and more. Everyone has the right information and the system is easy to access and update, so the customer is happy.

“Avrion played a massive part in the configuration and implementation of our CRM Solution. We have seen really positive benefits in our business.”

“Avrion understood our business and helped us.”



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Working with Avrion

Dave summarises the CRM experience with Avrion.

“Our verdict? Perfect,” says Dave. “Avrion really know what they are doing and took the time to understand our business. They made the effort to research our needs prior to the first meeting.

“Avrion are very easy to deal with. They understood our needs and didn’t over-promise. You knew exactly what you were getting. If there was an issue or problem, they worked round it to find a solution. We were very pleased to work with them – it was a breeze. They restored our confidence and we completely trusted them to get the job done.

“Avrion responded to our needs and queries very quickly and made things easy to understand.

“We are very excited about the future. We have top-level commitment to the CRM solution and user buy-in too. We all know it’s an important investment for our business. Our Director explained its importance in such a way that we understood the benefits to the business and to our roles within the company.

“10 out of 10 for Avrion and Maximizer CRM. We never had an unanswered question. Avrion were always very supportive of new ideas and improvements. We are 100% happy with our CRM investment.”

“They (Avrion) understood our needs and didn’t over-promise”



“Our verdict? Perfect. Avrion really know what they are doing.”

Dave Ambridge

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.