



## Dengie

Founded in 1968 as a farmer's cooperative, Dengie is still run today with the same ethos of supporting the local farming community. We grow as many of our own ingredients as possible which keeps our 'feed miles' low and provides the best traceability possible – every bag of our horse feed can be traced back to the field it was grown in.

way, it meant the pre and post implementation went smoothly and all parties were listened to. Finally, the training was delivered successfully - with phased sessions enabling everyone to learn in their own time, giving much better value and instilling self-help skills along the way.

### ▶ The Challenge

Dengie had outgrown their CRM system leading to an inability to analyse the Customer information, which prevented the company offering their best service. The system also needed to be able to take into account the multiple sites and shared information. Dengie engaged with a number of companies and different CRM systems but opted to work with Maximizer and Avrion after serious consideration.

### ▶ Working Together

According to Tracey Hammond (Nutritionist & Customer Service Manager at Dengie), Avrion has a great support desk function but, it has not been used very much as things haven't gone wrong! "If help is needed though, Avrion offers support and guidance at any time. All the post-implementation communication has been superb and very much tailored to our organisation and CRM solution - it's an individual response, not a generic, corporate approach. The Avrion team is excellent at maintaining our account but also looking at ways we can develop and move with the times for our developing business needs."

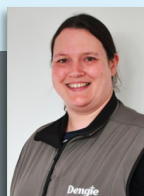
### ▶ The Avrion Response

Avrion was quick to understand the challenges and what CRM had to achieve to unblock some of the issues, surrounding procedures and methods of communication, within the company across many sites. The Avrion team not only understood how to improve the process, information and communication issues, but were able to build in goals for the future of the business. As well as being able to identify these goals and offer workable solutions, it was all achieved in a very "user friendly" way.

### ▶ The Results

Dengie has experienced a huge shift in the efficiency of the business with the all-round delivery of service. Along with that, anyone in the company can take a customer query or problem and deal with it - without the need to make lots of phone calls. Without exception this has worked superbly well. The complete customer view is available to all, making it quick and easy to understand the customers.

Whilst it was happening, Avrion communicated the developments as the project progressed. The team kept up the dialogue throughout to address any questions that came up. In this



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- Tracey Hammond M.Sc (Dist), Equine Nutritionist at Dengie