



Hazlemere

Hazlemere Window Company was set up by the Braham family in 1985 and is still independently owned and managed by them to this day. The retail part of the business manufactures and installs windows, doors and conservatories for residential properties, improving people's houses in and around the Home Counties. There is also a hugely respected Commercial Division, which consists of specialist fenestration designers (they work out the best design for windows in a large building) alongside manufacturers and installers of windows, doors and curtain walling for large projects in residential housing blocks, education establishments and big commercial buildings.

► The Challenge

Although Hazlemere already used Sage CRM, the team felt they could use additional functionality and further increase the benefits to the business. They wanted a more proactive and responsive technology partner, who would identify ways to continuously improve their CRM solution.

► The Avrion Response

From the start, the Avrion team was enthusiastic about the projects, finding solutions to the challenges that Hazlemere was facing. As soon as we transferred to Avrion, they suggested some simple, quick wins to the Sage CRM system, which cemented the belief that they would be a supportive and responsive partner.

► Working Together

Hazlemere felt that Avrion took time to understand the business really well, including the functions of each department and how they join up. They were always proactive during the review of the system, investigating

issues before suggesting definitive courses of action. As the system developed, Avrion worked with the Hazlemere team with a “can do” attitude to achieve continual improvements to the Sage CRM system.

As a technology partner, the team at Avrion don't just wait for you to ask questions and flag up issues - they are always looking ahead at how they can help the business and provide solutions.

► The Results

Since the partnership with Avrion began, Hazlemere has automated some of its processes, built in reporting and improved communication throughout the team. This care and continual evolution of the Sage CRM system has contributed to improved efficiencies across the business.



“We would highly recommend Avrion as a partner for any business looking to introduce or improve their use of Sage CRM. Support questions are always dealt with swiftly and new projects met with enthusiasm. The solutions we have achieved together have improved working practices and enhanced our Customer Services greatly.”

- Rachel Braham-Hill, Managing Director