

Success Story

AMSTORE BENEFITS FROM A REDUCTION OF 45 HOURS A MONTH IN ADMIN TIME

Workbooks CRM manages every single part of the business



“IT IS HARD TO IMAGINE A DAY WITHOUT WORKBOOKS CRM. IT IS SO EASY TO RUN A REPORT AND HAVE VISIBILITY OF ANY AREA OF OUR BUSINESS.”

Marcelo Bustamante - Director at Amstore

INTRO

Amstore is a leading Digital Media production company, servicing the corporate and entertainment markets. Amstore has evolved from a commodity manufacturer to a creative production agency with clients, re-sellers and suppliers around the world. Amstore is also a versatile company with the ability to add new products to its product range which empowers them to continue to grow in their market sector.



SUPPORT GROWTH



BETTER VISIBILITY INTO THE BUSINESS



SAVE ADMIN & IMPROVE PROCESSES

GROWING PAINS

With ambitious growth plans, Amstore quickly realised that they would need a new CRM system. They were previously using Sage SalesLogix and with no easy way to change or adapt the system, Amstore were looking for a CRM that could help them to grow.

Marcelo Bustamante, Director at Amstore, said: "Sage served us well for the time that we used the system. The pain areas were linked to the fact that it couldn't be adjusted to meet our needs in a cost effective or time efficient way, so we made the decision to look for a new vendor.

Amstore also faced difficulty reporting. Marcelo explained, "Reporting was difficult in Crystal Reports. It is key for any business to have clear visibility of how the company is performing and it was very time-consuming and challenging for us to pull this kind of information."

SPECIFIC REQUIREMENTS

Due to the nature of Amstore's business, the company needed a CRM system to manage every single part of their business, from the sales team to the accounts department, to the artwork department through to the finance department. It needed the full spectrum of CRM and SOP functionality, as well as being effective and easy to use.

Amstore found Workbooks through a Google search and they were immediately impressed with the offering.

"WE WERE INSTANTLY ATTRACTED TO WORKBOOKS. NOT ONLY DID IT OFFER EASY IMPLEMENTATION WITHOUT A LARGE SET-UP FEE, BUT THE PRICING WAS ALSO VERY REASONABLE AND THE AMOUNT OF SUPPORT AND TRAINING, BOTH ONLINE AND IN PERSON, WAS VERY APPEALING. WE WERE ALSO EAGER TO MIGRATE TO A CLOUD BASED SYSTEM AND WE FELT IT WAS COMFORTING THAT IT WAS A UK BASED VENDOR. EVERYTHING ABOUT WORKBOOKS FELT RIGHT - IT WAS A BALANCE OF EVERYTHING OVER THE COMPETITION."

Marcelo Bustamante - Director at Amstore

UP AND RUNNING IN NO TIME

Amstore sent three members of staff to the 2 day training session and Marcelo felt that this was pivotal in taking them from novices to competent users.

“BY THE TIME WE HAD FINISHED THE TRAINING, WE WERE EAGER TO GET A LIVE SYSTEM AND WERE EXCITED TO START MOULDING THE SYSTEM TO MEET OUR REQUIREMENTS. WORKBOOKS REALLY SUITED OUR NEEDS BECAUSE WE ARE ABLE TO CUSTOMISE IT. IT’S COMFORTING TO KNOW THAT WE CAN OPEN UP THE BONNET OF OUR CRM SYSTEM AND ADJUST AND IMPROVE IT AS WE SEE FIT. AND THE SPEED AT WHICH CHANGES CAN BE MADE IS AMAZING.”

Marcelo Bustamante - Director at Amstore

FEELING THE RESULTS

Amstore could immediately feel tangible benefits. For instance, they have many different websites offering a wide range of products and services. The web-to-lead functionality in Workbooks has enabled Amstore to set up an enquiry form that sends contact details directly to their Workbooks CRM system, saving the Amstore employees the manual hardship of having to enter these details into the system every time they receive an enquiry.

Marcelo explained, “The web-to-lead functionality is a real benefit for us. It saves at least 10-15 minutes of admin time, several times a day, spread over several people. That is quite a lot of saved minutes per day / week / month / year, and certainly frees up my sales team to spend more time selling and speaking to customers.”

THE WORKBOOKS REPORTING ENGINE

Another feature that has saved the Amstore team a lot of man-hours is the Workbooks reporting engine. Marcelo commented, “It is hard to imagine a day without it. It is so easy to run a report and have visibility of any area of your business.”

ONLY JUST SCRATCHED THE SURFACE

Marcelo feels that Amstore are only at the beginning of the CRM journey with their Workbooks system and that there are many other ways that they can use the Workbooks functionality to their advantage.

“I FEEL LIKE WE HAVE ONLY JUST SCRATCHED THE SURFACE AND I LOOK FORWARD TO USING WORKBOOKS TO ITS FULL EFFECT. THERE ARE SO MANY FEATURES THAT WE WOULD LIKE TO MAKE USE OF AND I AM LEARNING MORE AND MORE ABOUT HOW WORKBOOKS CAN STREAMLINE THE WAY OUR BUSINESS RUNS.”

Marcelo Bustamante - Director at Amstore

Marcelo said, “I would recommend Workbooks to anyone looking for a CRM system and I have already done so in the past. I do champion things that I believe in and Workbooks is one of those things.”

About

INDUSTRY

Retail & Distribution

NUMBER OF EMPLOYEES

11-50

IMPLEMENTATION DATE

April 2012

TECHNOLOGY

- Workbooks Business
- Multi Currency

Contact Workbooks

EMAIL

sales@workbooks.com

PHONE

+44 (0) 118 303 0100

LINKEDIN

[linkedin.com/company/workbooks-com](https://www.linkedin.com/company/workbooks-com)

TWITTER

twitter.com/workbooks

WEBSITE

workbooks.com