

SOFTWARE TO MAXIMISE YOUR HIRE POTENTIAL



CASE STUDY: RAPID CLIMATE CONTROL



Customer: Rapid Climate Control

Web: www.rapidclimatecontrol.com

Country: United Kingdom

Industry: Air Conditioning

Products:

- MCS-rm
- MCS-CRM
- MCS-Financials
- Intranet
- Purchase Order Processing

Benefits:

- Better client relationships
- Increased front-end staff productivity
- Reduction in marketing spend
- Tighter management of the sales and marketing process
- Improved reporting, analysis and tracking

"The software lets us report on almost anything."

"Business is changing, attitudes are changing and the more you know the more powerful your business can become. MCS has helped us in this regard and I can see a long and successful joint future ahead of us."

Nick Payne, Joint Managing Director

RAPID CLIMATE CONTROL ACHIEVES 60% INCREASE IN BUSINESS EFFICIENCY SINCE THE INSTALLATION OF MCS-RM WITH CRM CAPABILITIES

Rapid Climate Control, since its incorporation in 1979, has become the UK's leading specialist in climate control. Its continued growth has created three operating divisions; Rapid Heatbusters, Rapid Sales Direct and Rapid Air Conditioning. It is a company that has been renowned for continuous quality, expertise and reliability in its field and prides itself on high levels of customer satisfaction leading to high volumes of repeat business.

The Challenge

Rapid Climate Control has 5 depots spread across the UK. From here sales and marketing staff deal with up to 3,000 enquiries a day during peak periods and the management of over 16,000 individual equipment items.

Before the installation of MCS-rm, Rapid's tracking, reporting and management of sales and marketing enquiries were processed by individual depot managers using disparate Access and Excel spreadsheets. With little uniformity between the reports, the task of analysing and tracking where business had originated was difficult and time consuming and trying to measure the effectiveness of their marketing communications was almost impossible. Rapid needed a hire software solution with CRM capabilities that was robust, adaptable and sophisticated enough to cope with the company's need for timely detailed tracking information.

The Solution

After evaluating different options, which included commissioning an entirely bespoke software solution,

Rapid selected MCS-rm with CRM. MCS-rm to run the core operational activities, chosen because of its superior and proven integrated technology.

More specifically, Rapid's purchase of the innovative CRM module meant that its segmented customer data could be amalgamated and comprehensively analysed to gain a better understanding of its sales and marketing processes. Rapid worked cooperatively with MCS to achieve a customised application that mirrored their exact requirements.

The MCS-CRM module is now used at all 5 depots by management and sales and marketing staff. The technology has enabled a more in-depth analysis of their sales process. Now Rapid can calculate the total number of sales enquiries across all depots, they can also receive a break down of sales conversions over a period of time and get detailed information on the ratio of enquiries to conversions to identify best performing products, depots and individuals. The speed with which this data can be assimilated ensures Rapid responds to customer needs promptly and efficiently.

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"The software lets us report on almost anything" explains Nick Payne, Joint Managing Director for Rapid. "I can see straight away if something isn't being recorded properly and I can drill down to great levels of detail to help me understand more about my business"

The Benefits

"Business is changing, attitudes are changing and the more you know the more powerful your business can become. MCS has helped us in this regard and I can see a long and successful joint future ahead of us." comments Nick.

Rapid has seen a series of qualitative and quantitative benefits to their business by using MCS-rm and CRM.

- Using MCS-rm's 'quick quote' staff can process quotations more efficiently – helping them to increase their call rate and reduce time spent on administrative tasks.
- Better reporting, analysis and measurement of their customer interaction has allowed management increased viability of their business and its effectiveness.
- More timely reports have not only benefited the sales function, financial

reporting has been expedited. For example, Cost Centre Analysis and Profit and Loss reports can be immediately produced after month end rather than taking 8 days and 2-3 weeks respectively.



- Ease of use of the product has enabled the training of temporary staff to be transformed – increasing productivity and relieving pressure on permanent staff during peak periods.
- With up-to-date information at their finger tips, more informed marketing decisions can be taken. A more focused approach to marketing has enabled them to shift their marketing emphasis to the Internet and reduced their advertising spend by £100,000 a year.
- By implementing the CRM module and gaining a better understanding

of their customer base, Rapid have been able to build better client relationships. This had led to increased customer satisfaction and loyalty and extended their reach within the market place.

The Future

Nick Payne adds; *"I've made a personal time saving of 1-2 days per month since the installation of MCS-rm and in just 5 months Rapid had seen an increase of 60% of its efficiency in processing and analysing their business enquiries"*

After reaping tangible business benefits from the MCS solution, Rapid plan to review a number of other MCS technologies including bar coding and online ordering to give their business the leading edge in today's competitive and dynamic market place.

For more information;

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