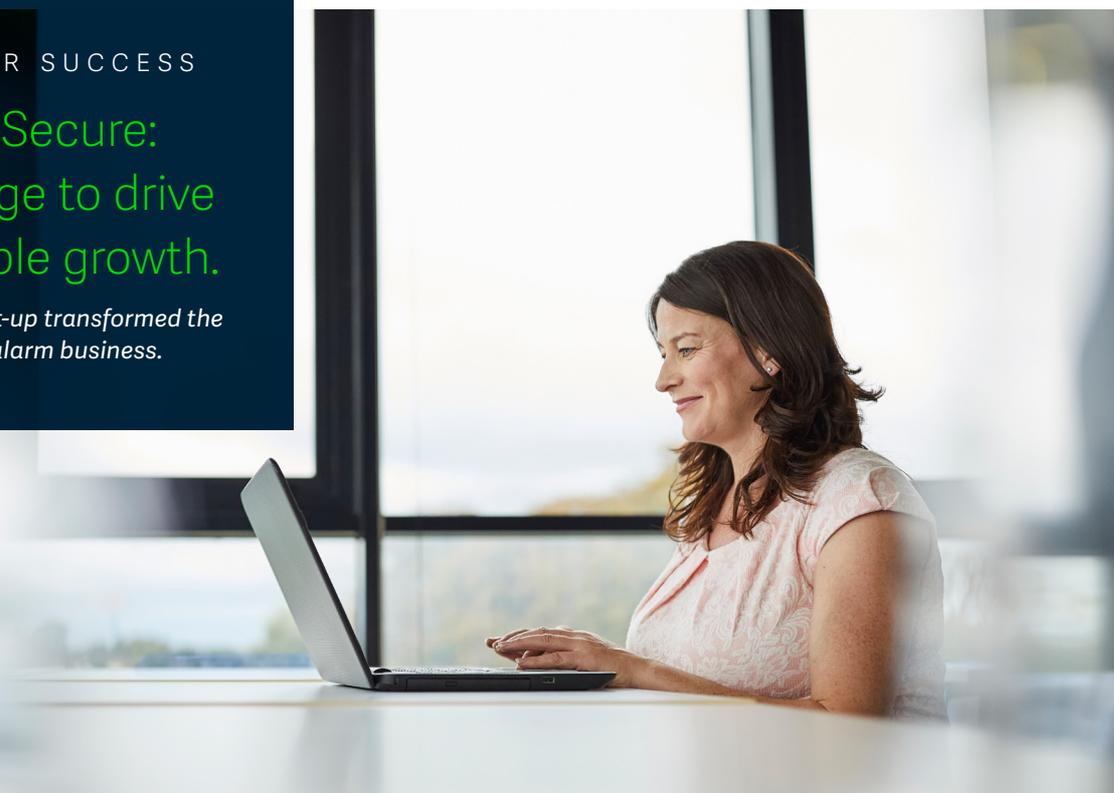


CUSTOMER SUCCESS

HomeSecure: using Sage to drive sustainable growth.

*How an Irish start-up transformed the
residential alarm business.*



HomeSecure launched a home alarm service in 2015 designed to simplify the ordering and installation process. The strategy worked. In three years the business went from 2,000 subscriptions to over 14,000, spectacular growth that saw the company come fifth at the 2018 Deloitte Fast 50 Awards, which ranks Ireland's fastest growing technology companies.

For the company to continue on the same trajectory, Operations Manager Elaine Grange realised that the customer on-boarding process had to be every bit as slick as its security service. Combining Sage CRM and Sage 200cloud would be instrumental in taking the next step in the company's development.

DB Computer Solutions, a Sage partner, implemented the products to meet HomeSecure's unique business needs.

Company

HomeSecure

Location

Dublin, Ireland

Industry

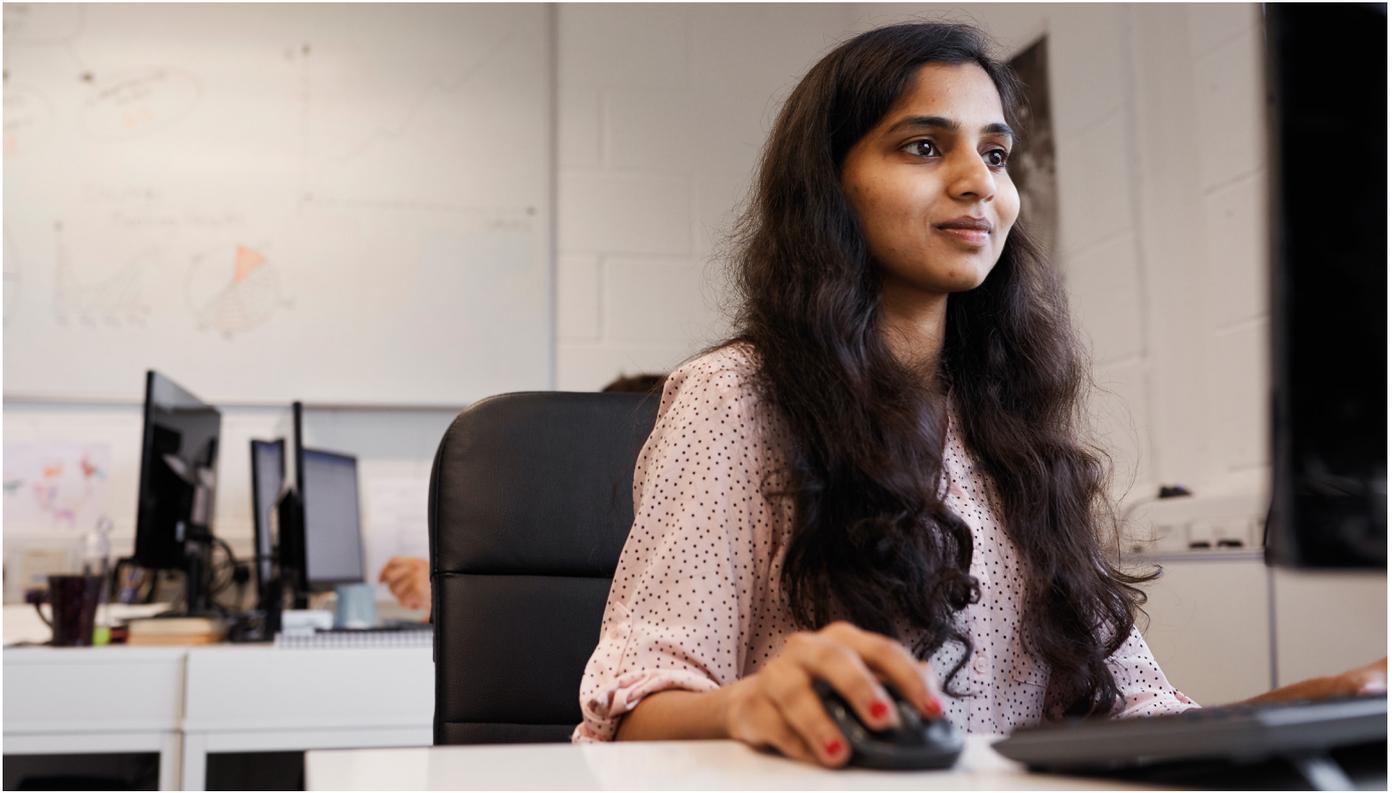
Home security

System

Sage CRM and Sage 200cloud

For more info, visit: www.sage.co.uk
or contact us at **01909 518811**





The Challenge

The alarm sales and installation process was working for the business but the back office was starting to creak as the company grew. "It was obvious that a lot of the processes we had in place were labour intensive, time consuming and incredibly inefficient," explained Grange. "It had become a pain point that would prevent us from growing quickly in the future."

There was a constant flow of paperwork and people – customers had to return signed contracts before an order could progress; inhouse and third-party installers had to pick up their schedules from the office and then return with dockets when each job was complete.

Sage CRM was already installed and provided a content management system of customer records, but its features and functionality were largely unexplored in a paper-based filing system. Orders and installation details had to be manually keyed into the system. Sage 50 was the accounts package but only contract numbers were shared between the two systems; there was no integration or automation.

“Sage has helped us grow exponentially and there’s nothing to stop us growing faster going forward. We don’t have technical blockers in the way we did two years ago.”

Elaine Grange, Operations Manager, HomeSecure

Solution

Elaine Grange was tasked with devising an end-to-end solution, from first enquiry to after sale service, where every point of engagement delivered the best possible customer experience. The process was to be paperless, streamlined and robust enough to support accelerated growth.

Following detailed meetings with an internal business analyst and Ian Cumiskey, Director of DB Computers, a roadmap was planned that started with investing in a new accounts package. Grange had opted to stick with Sage, a vendor she felt confident she could trust, and upgraded to Sage200cloud with its out-of-the-box integration with Sage CRM.

People and processes were mapped and matched to the Sage solutions. Customer calls are now managed through Sage CRM; engineers in the field have an app that connects them directly into the back office; customers are kept close through social media and outbound email campaigns.

A lead capture process, custom designed by DB Computers, converts enquiries into a Sage CRM entry which automatically passes through to Sage 200cloud. Payment is taken and the job is scheduled. "The sum total of the two Sage products, with a little bit of bespoke development and business flow, gives an even greater return for businesses," said Ian Cumiskey. "It becomes a true ERP system, an end-to-end solution that doesn't cost a fortune."

Sage CRM

Unlock hidden business insight that allows you to make informed decisions while building more rewarding and valuable customer relationships.

Sage CRM taps into the power of your organisation so that you can help your marketing team reach the right people at the right time and delight customers while outperforming the competition. Work on the most profitable deals. Grow your business with Sage CRM today.



DB Computers

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Tel: 061 480 980

Results

Sage has been an enabler in achieving 7x growth in three years, but the biggest benefit is providing a platform for future growth, with the capacity to add up to 15,000 new customers a year.

A smooth flow of information between operations, finance, sales and support has seen spectacular efficiency gains for the business. Sage CRM has helped achieve much better customer engagement and Sage 200cloud runs stock and billing processes much more efficiently.

Grange estimates that the company would have had to hire five more people to manage the level of growth with the old processes. Now, with the combination of the two Sage products, the number of administrative personnel has been reduced by three.

Other metrics are equally impressive:

- Sales transaction processing time has been cut by 50%.
- Manual administration time has been reduced by nearly 60%.
- Sales Reps are 65% more efficient in the way they spend their time.
- Less than 1.4 per cent of billed customers come back with any issues.

“I knew what we needed to do, the challenge was whether Sage could get us there. They did.” said Grange, “Sage has helped us grow exponentially and there’s nothing to stop us growing faster going forward. We don’t have technical blockers in the way we did two years ago.”

She also praised DB Computers: “They have been a good partner and work with us very well. They are patient and they challenge us when we need to be challenged.”

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