

Manufacturing Industry

Company Background

Manufacturing wrought iron lighting, curtain poles, and fire irons

Geographical Area

United Kingdom

System

Mamut Enterprise

Total employees

4 employees

Total users

3 users

Why the company chose Mamut

- Mamut has all the functions required – CRM, stock, e-commerce, sales management and accounting
- Mamut is very competitively priced
- Mamut provides all the information needed to manage the business

Benefits gained from Mamut Enterprise

- more time is available to grow the business
- improved customer service and response times
- more efficient administration – with no data re-keying

Installation

Q4 2007

Retail & e-commerce business implements all in one business solution



Nigel Tyas ironwork was started 8 years ago and specialises in exclusive, traditionally made wrought iron lighting, wrought iron curtain poles and hand forged fire irons. The products are handmade to order and supplied direct to locations all over the world. The company has a retail shop and also has a very successful web shop.

The reasons for changing software

As the business grew, the directors Elizabeth Stocker and Nigel Tyas found they had less and less time to expand the business and look after their customers. Instead, they and their staff were increasingly busy handling the administration of the business and also spending time in the evenings and weekends getting their accounting and VAT up to date.

Before the new system, processes such as handling customer enquiries, preparing quotes and providing order instructions to the foundry were all written out on paper. This involved a great deal of duplication of effort and once the goods were despatched the invoice then had to be raised on Microsoft Word and then input into a stand alone accounting package.

This meant that the directors were spending too much time on administration leaving too little time to develop the business.

www.nigeltyas.co.uk

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The solution

Having taken a close look at a number of different software options Nigel Tyas chose Mamut Enterprise. Because Mamut allows Nigel Tyas to carry out all the administration functions on one package with no data re-keying and the accounting is done as a by-product, this significantly reduces the amount of time spent on administration.

As a result Elizabeth Stocker and her team have been able to spend more time on prospecting for new business, following up quotations and most importantly talking to customers more. This has led to more opportunity to sell additional products and higher value items.

Mamut has helped to improve customer service as all the relevant information is in one place and immediately to hand. The sales team can instantly deal with customer questions such as:

- if there are orders which haven't been despatched
- when goods will be despatched
- there are notes of who said what and when including all email correspondence which is automatically linked to the customers contact card
- they can see what a customer has bought previously which helps in offering appropriate products to the customer

Key benefits of the Mamut solution

- There is no data re-keying which has saved a great deal of time
- Mamut helps Nigel Tyas to provide excellent customer service and response times through having instant access to all customer information instead of a variety of different standalone systems
- Less time is wasted on inefficient administration, and the time which has been freed up is spent running the business and generating more sales

Elizabeth Stocker said "Mamut is a key aspect of our business. By streamlining our processes we are spending more time finding new business and talking to our customers which helps us to sell more. We now have the time to provide relevant and targeted offers to customers and prospects and we use the marketing functions from within the Mamut software."

Elizabeth went on to say "Mamut gives us standardised procedures and a single point of information which means that as we grow we can delegate more work to our staff knowing that the tasks will be carried out in the same way and to the same high standard."

The IAAITC Member Firm logo consists of a stylized graphic of a grid of colored squares (red, orange, yellow, green, blue) that tapers to the right. Below this graphic, the letters "IAAITC" are written in a large, bold, white font with a rainbow gradient. Underneath, the words "MEMBER FIRM" are written in a smaller, bold, black font.

This Mamut installation was supplied and implemented by an IAAITC Member Firm .

The IAAITC (International Association of Accountants Innovation & Technology Consultants) is a network of independent accountancy firms throughout the UK.

If you would like more information about how the Mamut product range could help improve your business, or more general independent IT advice then please contact the IAAITC for details of your nearest IAAITC Member Firm.

E: mamut@iaaitc.org
W: www.iaaitc.org