



Wright Engineering Streamline Processes and Enhance Customer Engagement with the help of SuperOffice CRM and Synergy Technology



Introduction

Wright Brothers Industrial Services Ltd, trading as **Wright Engineering**, is a well established engineering company known for its expertise in the design, manufacture, installation, and commissioning of innovative materials handling solutions. With a strong reputation for delivering high-quality engineering projects, Wright Engineering serves various industries, helping businesses optimise their processes through tailored engineering solutions.

The Challenge

Prior to implementing SuperOffice CRM, Wright Engineering faced several key challenges:

- Customer information was scattered across spreadsheets, emails, and individual notes, making it difficult to track interactions and maintain a centralised database.
- The sales team struggled to effectively track leads through the sales funnel, leading to missed follow-ups and lost opportunities.
- Customer communication, including emails and calls, was often lost or overlooked, resulting in delayed responses and inefficiencies.
- Sales managers lacked the necessary tools to measure performance, track key metrics, and identify underperforming areas within the team.



Recognising these inefficiencies, Wright Engineering sought a comprehensive CRM solution to streamline its sales processes and improve customer relationship management.

Josh Jepson, Sales Director of Wright Engineering shared what the company was looking for in a solution “We sought a solution that could analyse customer data to uncover trends and generate actionable insights for personalised selling. It needed to include detailed reporting and analytics to facilitate performance tracking and support informed decision-making. Additionally, we aimed for proactive customer engagement to strengthen relationships and enhance retention.”

Why SuperOffice CRM?

Wright Engineering were made aware of the SuperOffice CRM solution by a candidate they interviewed for a role within the aftersales division who had implemented the package elsewhere.

After a period of evaluation involving a number of different solutions, Wright Engineering decided to go with SuperOffice, implemented and supported by Synergy Technology. Josh told us the reasoning behind that decision. “Synergy Technology’s approach demonstrated a deep understanding of our unique business needs. The solution was clearly customised to align with our goals, especially in areas like data analysis, personalised selling, and customer retention.”

“The SuperOffice system offered advanced analytics capabilities, allowing us to identify trends and gain actionable insights. Unlike other solutions, SuperOffice emphasised proactive tools for customer engagement, helping maintain strong relationships and improve retention rates.”



Josh particularly appreciated the centralised data repository and automation offered by the solution which addressed their previous problem of information scattered across locations. “The Centralised Customer Data consolidates all customer information including contact details, purchase history and communication logs in one place, making it easy to access and manage” said Josh. SuperOffice also automates tasks like follow-up emails, scheduling, reminders, and data entry. This saves time for the sales team and reduces human error, allowing them to focus on more strategic tasks like selling and customer relationships.” Another key feature of SuperOffice that Wright Engineering found particularly useful was the dashboards that display key metrics and reports in real-time, giving management an up-to-date overview of sales performance.

Implementation and Rollout

Working closely with Synergy Technology, Wright Engineering successfully implemented SuperOffice CRM through a structured rollout:

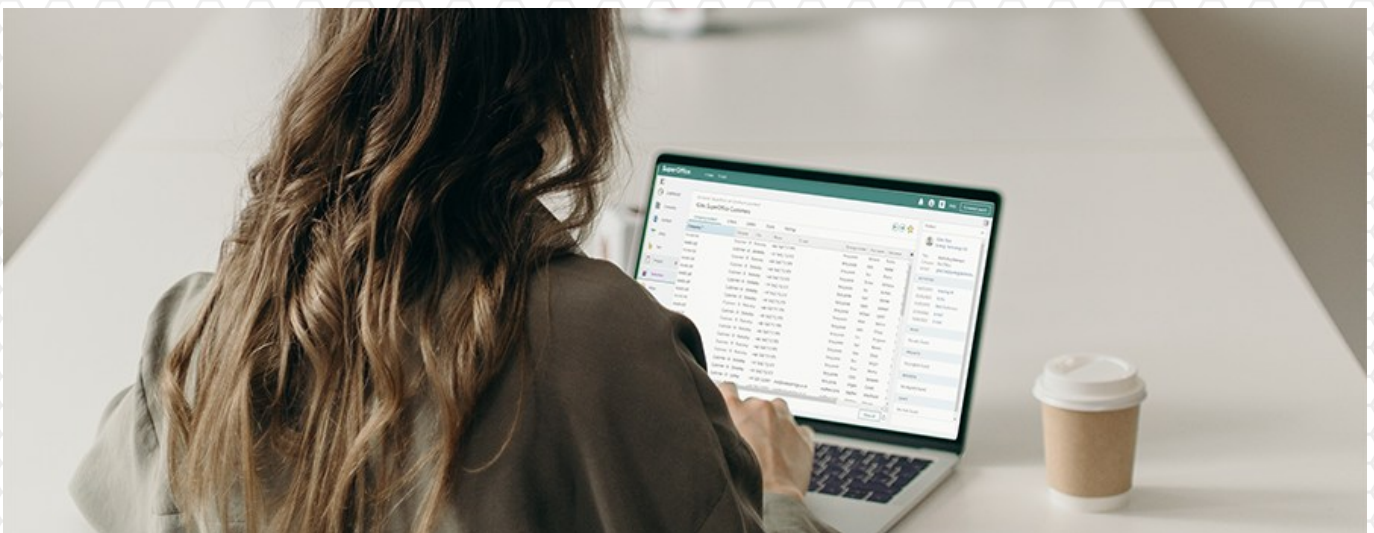
- The system was customised to align with the company's sales, marketing, and customer service processes.
- All relevant data fields and forms were configured to capture critical customer and sales information.
- Data from an extensive enquiry master spreadsheet was integrated into the CRM to centralise existing customer and prospect data.
- The Synergy Technology team provided tailored training sessions, ensuring smooth adoption and minimising resistance to change within the sales team.



The Results

Since the implementation of SuperOffice CRM, Wright Engineering has experienced significant improvements across multiple areas:

- **Increased Sales Efficiency:** The centralised customer data system has enabled the sales team to prioritise leads effectively, improve quotation follow-ups, streamline outreach efforts, and close deals faster.
- **Improved Customer Engagement:** Automated workflows and follow-up scheduling have ensured that no communication is missed, leading to stronger client relationships.
- **Enhanced Reporting & Analytics:** The CRM's real-time dashboards have provided valuable insights into customer behaviour, sales trends, and sector performance, aiding strategic decision-making. Senior management now has greater visibility into the sales pipeline, allowing for more accurate and effective sales forecasting.
- **Cost & Time Savings:** By consolidating customer interactions within a single platform, the company has reduced the need for redundant tools and manual data entry, leading to improved productivity and operational efficiency.



Future Plans

Looking ahead, Wright Engineering plans to expand the use of SuperOffice CRM into its Aftersales division. This will further centralise data, streamline customer support processes, and enhance operational efficiency. Additional plans include customer feedback integration to monitor satisfaction and service quality, enabling real-time improvements. As remote work and mobility become increasingly important, Wright Engineering plan to ensure that all employees can access the CRM via mobile apps and remote platforms, making it easier for sales and support teams to stay productive while on the go.

The implementation of SuperOffice CRM, supported by Synergy Technology Ltd, has transformed Wright Engineering's sales operations and customer relationship management. By streamlining processes, enhancing customer engagement, and providing critical insights into performance, the CRM has positioned Wright Engineering for continued success and future growth.



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