

Frustrated?

Worried?

Bothered?

Anxious?

Flightdeck provides highly effective Customer Relationship Management...

- **Improve team working and communication**
- **Gain tighter control of your business**
- **Maximise sales opportunities**
- **Increase customer loyalty**

Are you frustrated ?

...that your business is growing but that you're being held back because you haven't got all the information you need at your fingertips?



Are you worried ?

...that you don't feel fully in control of all that's going on, even though your business is doing ok?



How anxious are you ?

...that you don't really have a firm grip on the sales pipeline and that you are not quite sure you believe everything members of your sales team are telling you?



Does it bother you ?

...that you may be losing customers to your competitors just as quickly as you are gaining new ones?



Do you feel embarrassed ?

...that when someone rings you, your staff might not be able to differentiate between one of your best customers and someone you've never spoken to before?

Are you tired ?

...of that general feeling of disorganisation & having to deal with mountains of paperwork?

What is CRM?

Customer Relationship Management is about managing relationships with customers and others with a view to ensuring these relationships are as mutually beneficial as possible.

There are four benefits of **CRM** which are often seen as the most important:

Customer satisfaction and loyalty is increased

Given that it typically costs around 8 times as much to find and sell to a new customer as it does to sell to an existing customer, the importance of **retaining** as many **customers** as possible is paramount.

Internal communication and teamworking are greatly improved

Your team can work effectively in a **streamlined** and coordinated way and be fully armed with all the information they need **at their fingertips**. Customers and potential customers perceive a helpful, friendly, efficient and **professional** organisation.

A CRM system should bring together all information related to your customers and what you do for them, and manage it effectively.

Customer facing employees in all areas of the business are then able to make quick and informed business decisions.

CRM is NOT Software

CRM is a business strategy designed to reduce costs and increase profitability by improving customer loyalty.

Your business can reach its true sales potential

Opportunities for **cross selling** and **up selling** are maximised while scope for leads to go cold is removed. Company resources are effectively **targeted** at the most **profitable** customers.

Senior management have the tools to be fully in control of a business

Enjoy full **awareness** of everything considered important about what's going on in the business. Be automatically **alerted** to anything that happens which you want to know about and have a **360 degree view** of your business and its customers.



What is Flightdeck?

Flightdeck is a powerful **CRM** system which enables you to keep track of all that goes on in your organisation, putting you in complete control.

It brings together all relevant information from across your business - such as what you do for your customers, how you market and sell to them, how you provide service or customer support, what contracts you have in place with them, financial information and so on.

This can have a huge impact on sales revenues, customer loyalty, internal communication, operational costs, business reputation and, of course, **profitability**.



Flightdeck will allow multiple users to share information so they can work effectively in a streamlined and coordinated way. The team will be fully armed with all the information they need in the right place at the right time and they have total control over how the information is presented.

As your products and services evolve over time, Flightdeck will follow. It allows you to change and create new forms, views and analysis as frequently as you like thus ensuring that your CRM system is always as up to date and fresh as the business you are **developing**.

Why is Flightdeck Different?

Flightdeck is a highly configurable **CRM** solution

1. Very Configurable

At the heart of our solutions we use our Flightdeck software which is configurable at a fundamental level. It can be moulded and crafted around any number of differing requirements but at extremely low cost. We are able to offer the advantages of a bespoke solution built entirely around your specific requirements but at similar cost and timescale to buying shrink-wrapped software.

2. Real Partnerships

We partner with you to deliver Flightdeck in a service based way which is focussed on your business needs rather than as a software installation. We work with you into the future to ensure you are able to use the system effectively and to ensure that the system adapts and changes as your own business requirements change.

3. Futureproof

Your requirements will certainly change over time, your business will expand or your processes will change, and your information system needs to support these changing requirements. Having extremely flexible software at the heart of your information systems and a partnership with your software supplier is crucial to this.



The Flightdeck Process

Exploratory meeting

Initially, we would have one or more exploratory meetings to determine broadly how Flightdeck might be implemented in your business. At these meetings we obtain a basic understanding of how your business operates and what it is that you need. We examine where you are, where you want to get to, what you see as the issues getting there and what your information requirements are likely to be on that journey.

We know that Flightdeck is not going to be the most appropriate solution for every business and we will tell you if we don't think Flightdeck is right for you.

If we all agree that Flightdeck would be appropriate, we are then able to provide you with a broad estimate, in the form of an Outline Proposal, based on these initial meetings.

Workshop

Assuming the Outline Proposal is acceptable, we would then continue with the first day of the implementation in the form of a Flightdeck Workshop. During the workshop, we would achieve the following things:-

- *Gain understanding of the relevant business processes in more detail*
- *Document details of data requirements*
- *Understand workflow requirements and who needs to see what and so forth*
- *Agree printed output required*
- *Uncover other elements that could be automated (optionally)*
- *Discuss and agree project elements – roles, timescales, phasing etc*
- *Discuss and agree training requirements*
- *Understand existing data sources and data migration requirements*
- *Establish any requirements to interface with other systems*
- *Document in detail what the project deliverables will be*

Following the workshop, a full proposal would be prepared and submitted showing a fixed total investment required. Typically, the investment required would be approximately as estimated depending upon some of the variable factors such as training, data migration and so on.

Most customers take the view that this way of proceeding with the initial day of implementation provides reassurance that we really do understand their business and it allows them to see clearly how Flightdeck is going to work in their business before committing to the project.

Implementation

Usually, and hopefully, you would then decide to proceed with the remainder of the implementation of Flightdeck based on the full proposal, **although there is no obligation to do so.**





Stephanie White Ltd have experience in all aspects of the automotive industry. They offer their expertise to anyone wishing to source a vehicle or vehicles for their business or private use.
"Flightdeck offers us a level of support and advice that is invaluable. Flightdeck allows us to work together with ease..." Stephanie White, Director



Barbers is one of the largest firms of independent Chartered Surveyors, Estate Agents and Auctioneers covering Shropshire, Staffordshire and the Cheshire Borders.
**"The knock on effect of having Flightdeck is that it helps us to provide some of the best levels of customer service around – continuing the tradition of 160 years".
Mike Taylor, Partner at Barbers, winners of the 2007 Shropshire Business Award for Outstanding Customer Service.**



Shropshire Chamber of Commerce is an independent organisation that campaigns for the interests of its members and offers a wide variety of support services ranging from training to risk insurance.
**"The knowledge of clients' needs and their previous use of Chamber services no longer reside with any one person but are shared between departments. Members should already be reaping the benefits of these integrated services."
Nick Graham, Chief Executive, Shropshire Chamber of Commerce**



IOM is dedicated to ensuring that it's customers get the very best they can from their company website, extracting all possible business from it through traffic maximisation, search engine marketing and Pay-Per-Click marketing, thus increasing their businesses profitability.
**"Flightdeck now allows for us to track and manage projects from conception through to completion – in an industry where decisions are time-critical – the system allows for everything to be checked, double-checked and implemented on-time."
Graham Baylis, Managing Director of Intelligent Online Marketing**



Shrewsbury-based BWG Commercial Finance Specialists offers professional help for many businesses, right across the UK and Northern Ireland.
**"Flightdeck not only allows us to keep accurate records of all of our clients and the interactions we have with them, but it also allows us to gain a complete picture of the business and its turnover at any one point in time – this is vital for checking our business health".
Andrew Whitfield, Managing Director of BWG Commercial Finance**



Nabarro Poole is a practice of chartered and management accountants offering an extensive range of services including accounting, tax and payroll assistance, dealing with change, setting up new companies, helping businesses expand and when difficulties arise.
**"Invoicing is now a joy and it's always accurate. Flightdeck is much more than just a CRM system. The time and fees component is excellent. Anybody who charges by time would benefit from Flightdeck".
Alan Poole, Director, Nabarro Poole**



Interactive Packaging Solutions Limited, design cost effective packaging solutions not only to protect customers' products but also to promote, identify and communicate corporate information.
**"Since Flightdeck was installed our staff have gained confidence in answering customer enquiries which obviously improves customer confidence and loyalty. I can sleep easy knowing we are looking after our customers courteously and professionally. Invaluable and thoroughly recommended".
Andrew Laundy, Managing Director, Interactive Packaging Solutions**



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