

SQWARE PEG CASE STUDY

Transpacific Industries Group

Situation

Transpacific Industries Group (TPI) is Australia and New Zealand's leading waste management, recycling and industrial services company.

Working with a very diverse range of clients, from small businesses through to large multi-national commercial and industrial clients Transpacific needs consistency in its business processes and visibility of information.



TPI engaged Squire Peg as its partner to implement a CRM system to standardise and reinforce agreed sales disciplines and strategies using a single platform.

Project requirements comprised building one online system to facilitate change, foster consistency and support the sales process.

TPI's Management Team wanted to achieve improved visibility of sales information and a way to manage performance and ongoing accountability. It was also important to quickly and easily create, update and share weekly reports and information to aid decision making.

Solution

Squire Peg worked in conjunction with salesforce.com and recommended the implementation of the Sales & Service Clouds module. This solution provides complete business processes automation and guarantees a standardised structure.

To begin with, Transpacific rolled out the solution to the department that manages its major national clients and large regional accounts, called the National Accounts Centre. The implementation was very successful and well received by the National Accounts Centre team. The solution was live after just three months.

Following the success of the National Accounts Centre implementation, Squire Peg experts then worked with the TPI sales team to provide a solution to:

- Update clients' information
- Track daily activities and tasks
- Access and share reports
- Facilitate collaboration
- Enable the field team to send feedback and comments to headquarters

"Salesforce.com is an important tool to affect cultural change across our large and diverse sales teams."

Peter McClennan, Group Sales Manager, Transpacific Industries Group

The TPI management team, with the support of Squire Peg put in place a program to improve sales activity controls as well as promote consistency and collaboration nationally. The platform has now been created so TPI can attract and retain clients through best-practice information management.

SQWARE PEG CASE STUDY

Transpacific Industries Group

Challenge

TPI has grown rapidly through acquisition during the past five years. The company's many data sources and varying business processes made data collection and reporting difficult.

The main issues were:

- Few existing systems to capture and use client and sales information in a meaningful way
- Insufficient visibility of key targets and business performance
- Difficulty producing standardised reports
- Difficulty keeping customer data clean and updated
- Lost Opportunities

"Salesforce.com can take you wherever you are prepared to go!"

Carol Buttsworth, National CRM Coordinator
Transpacific Industries Group

Result

Customers' information updated and visible to the team to support the agreed sales strategy and philosophy and aid decision making.

Standardised business processes and automated workflows to promote consistency and improve service delivery.

Collaboration and tracking of activities to define the opportunities and appoint key targets helping to attract and retain clients.



For more information on Squire Peg services please visit www.squirepeg.com or phone +61 (0)2 9299 9001

For information on Transpacific Industries Group please visit www.transpacific.com.au