

National School of Government

Client relationship management



Client

The National School of Government

Website

www.nationalschool.gov.uk

Location

Berkshire, UK

Industry

Public sector

Customer profile

The National School of Government is a business school and training organisation which supports Central and Local Government as well as commercial enterprises in the UK and abroad. The organisation delivers training programmes for individuals that work within public sector departments, in order to achieve departmental objectives. In addition, the organisation has evolved to become active generators and contributors of relevant thinking for Government to invigorate public services.

Solution and technology

Microsoft Dynamics CRM

"We selected Trinity Expert Systems to deliver our client relationship management system because of the company's experience delivering integrated Microsoft solutions to the public sector. The result is a robust system which allows us to meet the needs of our clients."

Spokesperson for the National School of Government

Challenge

The organisation was running GoldMine customer relationship management software, but recognised that it contained out of date information and was complex and difficult for members of staff to use.

The National School of Government looked at a range of customer relationship management (CRM) products to assess their suitability to replace GoldMine. The company also performed an initial project scoping exercise. After a referral from Microsoft, the National School of Government invited Trinity to tender a proposal for the project based around Microsoft Dynamics CRM.

Solution

A spokesperson, from the National School of Government comments: "Trinity's flexible approach to the system and our requirements was clear. The company's extensive experience delivering Microsoft solutions to the public sector and its Prince2 project management capabilities meant that Trinity was very competent and capable to deliver the project."

The National School of Government selected Microsoft Dynamics CRM because of its clear fit with the organisation's Microsoft product strategy and fit for purpose functionality. After seeing the product, the National School of

Government recognised that its users would quickly be able to adopt its intuitive interface.

Delivered using a phased approach, the National School of Government's CRM system was initially piloted to 15 users to assess suitability and provide further input into system requirements.

Then delivered to a total of 100 users within the organisation, both Trinity and the National School of Government used this larger pilot to deliver further confidence of the system within the organisation.

The organisation is already seeing the benefits of Microsoft Dynamics CRM. Spokesperson continues: "We now have a single repository for all our information, which has enabled us to provide a seamless experience to our clients. Importantly, we have also streamlined our internal processes and have reduced both duplication of effort and errors."

Benefits

- Ability to track information
- Reduction in tender response duplication
- Unified picture of clients
- Greater collaboration on documents
- Enhanced internal and external communications
- More accurate data used for marketing activities

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