



TACK INTERNATIONAL HAVE USED BUDDYCRM SINCE 2011 TO COMBINE ALL THEIR SALES AND MARKETING PROCESSES TOGETHER INTO A COHESIVE WHOLE ENABLING THEM TO SUPPORT SALES ACTIVITY WITH INTELLIGENT MARKETING AND PROVIDE MANAGEMENT WITH UP-TO-DATE INFORMATION CONSTANTLY.

ABOUT TACK INTERNATIONAL

Tack International is a world leading provider of sales, leadership and management training and development solutions. Operating in 54 countries around the world, they use BuddyCRM to support their sales and marketing teams.

THE CHALLENGES

Tack International were using Goldmine for its customer relationship management. It was proving difficult to use, required constant support, had a decentralised approach to CRM, needed installing individually on each device and had syncing issues. Low staff usage meant that management had no faith in the information it provided.

THE SOLUTION

Buddy was introduced in the depths of the recent recession and, along with a large change in the sales personnel, has been crucial in bringing sales back to Tack. Jonathan Cox, Global Marketing Director worked closely with the team at Buddy to ensure that not only did the new CRM system work well for sales but also marketing. In fact, two key points Jonathan stressed about Buddy's usefulness were the "value of tracking a customer's contact history and bringing the sales and marketing functions together."

The number one reason that Buddy has worked so well for Tack:

"A close working relationship with the Buddy development team has ensured that they had a proper understanding of Tack's business needs and the system has been able to be adapted and customised for us."

Bringing external data from other systems into Buddy has enabled Tack to keep all the information on a customer in one place. Using Buddy's incredibly powerful API, Tack import their sales information from their Learning Management System so that every training course a customer has been on is visible within Buddy.

Jonathan continues;

“Integration... The ability to integrate with other marketing systems to use the intelligence from other data sources. Pulling together the data from different sources is incredibly powerful and allows us to segment for our campaigns.”

On the sales side, its enabled management to have powerful information to base their decisions on and for the marketing department, Buddy has helped to segment and target campaigns. The integration with email marketing provider Pure360 has enabled Jonathan to send marketing emails from within Buddy, keeping all information on the customer in one place again.

THE RESULTS

“While it’s difficult to single out one component of a company given the amount of changes that have taken place internally since 2010, it’s pleasing that since Buddy’s introduction we’ve grown sales year on year. It’s been integral in re-establishing the strategy of the business following recession and coming out of that, this (Buddy) has been a vital part of the jigsaw.”

So would Jonathan recommend BuddyCRM?

“Absolutely recommend. The real reason I’d recommend it, is the Buddy team really pay attention to the individual needs... a real understanding that this has to work with you and your business and your sales processes. That concentration on making the system work with sales processes is quite unique to what Buddy offers. But the core functionality, the metrics for reporting and management information are all there too and they’re vital to the business.”

To find out more about BuddyCRM

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