



A TALE OF PEAKS AND TROUGHS

HOW BUDDYCRM HELPED JSR GENETICS
KEEP TRACK OF THEIR PIGS





JSR GENETICS HAVE USED BUDDYCRM SINCE 2017 TO MANAGE THEIR SALES TEAM. SUBSEQUENTLY, WE HAVE DEVELOPED A BESPOKE BOLT-ON TO MANAGE THEIR STOCK AVAILABILITY.

ABOUT JSR GENETICS

JSR Genetics is a large farming and pig breeding enterprise with approximately 160 staff. JSR has established a global brand for profitable pig production with an unparalleled range of top quality breeding stock and semen and an exemplary health scheme, which assures customers of total biosecurity.

EXISTING SITUATION

JSR were using BuddyCRM to manage their sales team and measure sales performance. We were asked if we could develop BuddyCRM to incorporate a very bespoke requirement from a now unsupported software. This existing stock availability system had no support which created a severe risk of failure coupled with an annoying overnight run to update stock availability. This meant that the supply chain took longer than necessary to react to internal requests.

1. Lack of support for the existing ageing software and when the product did fail, meant that reports had to be run manually which is very labour intensive
2. Overnight runs which meant that they couldn't get data required for at least 24 hours.
3. Very clunky data extract to Excel. This meant that the capabilities of Excel were restricted and reduced the analysis which could be performed by JSR

“The real issue arose when there was a failure of the existing software. As the software package was no longer supported we had nowhere to turn to. This failure meant running the process manually which took 10 times as long to pull, merge, and analyse the data to provide critical

business information to the sales team. This was having a negative impact on how JSR was operating as a business; we had no way of knowing the stock levels available to sell.”

WHAT WERE THE TOP REASONS YOU SELECTED BUDDYCRM?

“...adding the stock availability system was a logical bolt on. BuddyCRM is web-based software which is visually clean, easy to use and with its intuitive ticked box layout, we had faith it could deliver something simple. The BuddyCRM team listened and understood all the issues and challenges a supply chain of animals presents.”

WORKING WITH BUDDYCRM

JSR provided a very clear objective with a proposed layout which was required as the outcome and asked BuddyCRM to develop the most suitable way to achieve the objective.

“What was key to the success was we had a firm, agreed goal and once this objective was agreed; both parties ensured we focussed on the objective and this kept project drift and scope creep to a minimum. BuddyCRM were asking a lot of questions, consolidating understanding, and understanding the answers in the context of an agriculture business.”

HOW EASY WAS IT TO GET STARTED WITH BUDDYCRM AND HAS BUDDYCRM HELPED YOU OVERCOME THE CHALLENGES YOU HAD BEFORE?

“BuddyCRM is web-based, so access is incredibly easy – all we need is a browser and an internet connection.

What has helped us the most is that as an organisation I can add completely new data in to the stock reports and less than 30 minutes later I can provide information to the sales team. Previously I would have to wait for this to run overnight. End to end, I can change all supply farms, update all sales orders and invoices and add new breed data to the system, and in less than 30 minutes I can obtain a complete picture of all stock availability.”

WHAT IS YOUR FAVOURITE FEATURE AND WHY?

“My favourite feature by far is the data extract to Excel. All I have to do is one click of a button and in a few seconds I can see the same data in Excel format as was on the screen in BuddyCRM. The data can be worked on and fully analysed using all the available tools Excel provides; and this has sped up data analysis.”

“Basic calculations of the data are completed by BuddyCRM, but there is always more detailed data analysis to be done by JSR Supply Chain. This was always the case, but when I exported the data from the previous system, the export would change 8 columns to 23 as well as adding awkward formatting and incorrect column headers. I had to spend hours formatting the data extract before I could do any analysis. This export is the report I want to see and means I can get to work on the data straight away.”

RESULTS

Using BuddyCRM has helped JSR to balance sales across its farms. JSR can now quickly identify which sites can supply animals without creating a supply issue further down the line. Customers like to know where their stock is coming from (exactly from which farm) which helps reduce health risks and when talking to vets, enhances JSRs reputation as a well-managed, decisive organisation, which can confidentially identify where pigs originate.

In addition, this has freed up more time for the Supply Manager to take on additional tasks, process orders and manage all of the delivery and transport. Whole stock and supply chain is now under one person rather than two. Resource efficiency has improved (less time to churn through data) and there is now clearer information on the end-to-end supply chain.

“In short, yes I would recommend using BuddyCRM. For me, BuddyCRM’s ability to listen was key when putting the project together and this was reinforced throughout the development when there were any points to clarify. The end result is a system that worked first time rather than having to go back through multiple expensive change requests to get the software working as expected.”



To find out more about BuddyCRM

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