

CUSTOMER CASE STUDY



About Daisy

Daisy Group plc is one of the UK's fastest growing, independent providers of unified business communications to SMEs and mid market businesses. Its extensive product portfolio means it is one of the few providers that can offer a truly unified suite of communications services across data, voice, mobile and telephone systems. Coupled with a maintenance service Daisy provides a complete end to end solution for all business communications needs.

Daisy is able to install equipment for this multitude of communications solutions and deal effectively with customer issues, either by telephone or by carrying out site visits. The Daisy call centres are all UK-based and have a system whereby the operator can identify at a glance the customer and the services used and whether there are any ongoing issues or concerns.

Having this single source for business communications results in the customer enjoying the benefits of working with just one provider with a single point of contact, saving the time and cost involved in dealing with multiple suppliers.

The Group currently provides business communications to more than 75,000 customers in the SME, Mid-market and corporate sectors via four centres of excellence: mobile, voice, systems and mobile.

The challenge

As an acquisitive business, Daisy Group has grown rapidly over the last 18 months. This growth, coupled with the problems of integrating these newly acquired businesses has resulted in the company needing a platform that would consolidate all active leasing agreements.

The results from Lease-Desk.com

Lease-Desk.com provided the platform to pull together and organise all active leasing agreements for Daisy businesses including those recently acquired.

By consolidating the lease book, the business is able to quickly identify repeat business or technology opportunities, refreshing opportunities in the pipeline and provide significant sales leads for both new business and cross-sell and up-sell opportunities.



"The opportunities identified, have been included in recent Daisy telemarketing campaigns that have successfully created additional business for the Group."

Andrew Goldwater,
Commercial Director Daisy.

**ANDREW GOLDWATER,
COMMERCIAL DIRECTOR FOR
DAISY GROUP'S SYSTEMS
BUSINESS, SAID:**

"All data was organised by Lease-Desk.com and the project was effectively managed by our account manager Chloe Maxwell, with excellent product training and roll out across our business.

We have found the system to be very user friendly and importantly it has provided us with a database of future sales opportunities and is being used in day-to-day lease proposal management."

