

# CUSTOMER CASE STUDY



## About Henry Howard Finance Plc

**Henry Howard Finance Plc is a leading Independent Finance House and Brokerage, specialising in Supplier finance and supporting the SME marketplace.**

Its rapid business growth over the last few years, has resulted in a move to a new, larger, Operations Centre situated in Newport, South Wales.

Henry Howard's access to major financial institutions means that it is able to offer clients a variety of competitive finance options, resulting in the most suitable agreement for all parties. Every proposal for finance is treated individually, ensuring the appropriate solution is available for payment, term and buy-out options.

Although in-house management systems have served the company adequately, it was recognised a more proactive and consolidated approach was required to aid future company growth. With the ever increasing demand from its 1000 plus Supplier database, coupled with the desire to actively manage and campaign over 12,500 customers, the company embarked on the process of sourcing a replacement system, designed specifically to accommodate current and future business needs.

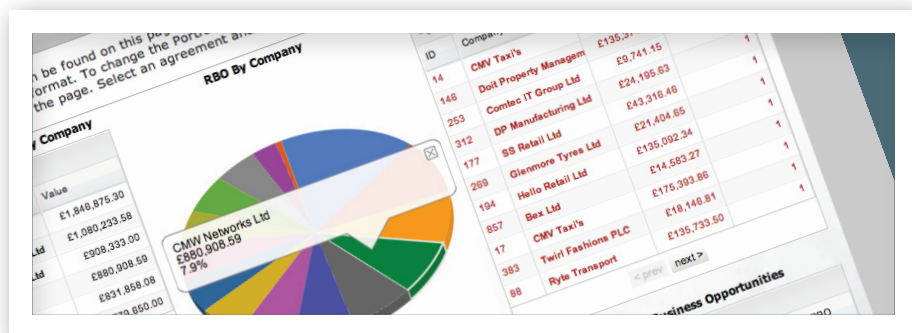
The brief was complex, but the desired system needed to provide one managed system capable of operation by all individuals within the business, irrespective of position or experience. In essence, the system would become the company's 'centre of intelligence' for every business activity including 'initial proposal' to 'end of lease' processes and provide an efficient tool for communicating with both Suppliers and Customers.

### The challenge

Employees of Henry Howard offer a variety of skill-sets, so it was important the new system should be aligned to business capabilities and aspirations. Equally important was the need to be user friendly and capable of operation by the whole of the business.

### The results from Lease-Desk.com

Implementing Lease-Desk.com has provided numerous benefits to the business. It has generated an innovative and creative culture within the business through improved efficiency and working practices. Commercially, the company is far more astute as a result of the information now available to Managers; the business strategy has been enhanced as a direct result of the intelligence now available. Marketing to the company database is now measured, meaningful and easy. Lease-Desk.com now provides greater opportunities to increase awareness and communicate with clients more effectively.



**“The biggest benefit is the ability to secure all data in one system, with access to any aspect of the business at the touch of a button”**

Jason Davies, Operations Director for Henry Howard Finance Plc.

#### JASON DAVIES, OPERATIONS DIRECTOR FOR HHF, SAID:

“Since installation Henry Howard Finance has experienced a huge change in the way we conduct our business and how we work with our Suppliers and Customers. Whilst the old system operated by the company was adequate, it is now clear the business can benefit from the speed and detail of information now available; our old system just doesn't compare to the Lease-Desk.com system we now operate. The biggest benefit is the ability to secure all data in one system, with access to any aspect of the business at the touch of a button. Although we were understandably a little sceptical about how the system would be accepted by employees, it was immediately obvious from training sessions and 'going live', our concerns were unfounded. Staff have moved from the old system to Lease-Desk.com with ease and enjoy using a system that makes their role easier, more efficient and accurate.”