



Act! brings new crispness to customer relations

How a small family run business farm is **beating the 'big boys' to the top prizes** by staying in touch with its roots.

CORKERS[™] *Natural British Crunch*

Back in 2011, Cambridgeshire potato grower Ross Taylor turned 200 years of family farming tradition on its head by deciding that rather than selling his crop, it was time to make crisps from it instead.

Confident that his Naturalo potatoes would make the perfect hand-cooked crisps, Ross teamed up with best friend Rod Garnham and set up Corkers Crisps.

Both knew that breaking into a crowded snacks market would be no easy task. However, in just three years, this small family-run business has won over one big customer after another, thanks to the distinctive taste of its crisps and a personal, hands-on approach that's set it apart from much larger, more established brands. As a result, Corkers Crisps has built **a customer list that's the envy of many of its competitors**, including both national and international brand-leaders.

But, despite having many high-profile customers, including major retail outlets, key to the company's business is fulfilling the orders it gets from the 3,000 plus small business customers who depend on Corkers for their crisps.

"Recently, I wanted to track which prospects had been sent samples. **Swiftpage helped me customise our system** so now I can run reports with exactly the information I'm looking for."

Kate Bavester

Office Manager at Corkers Crisps

However, keeping customers supplied in a timely and reliable fashion wasn't possible until the company made Act! part of its sales and distribution process.

With Act! Corkers Crisps has a powerful contact management system it can use to **efficiently and reliably** store and process a wealth of customer information.

Prior to this, the company didn't have an effective system for staying on top of each account in a way that suited individual customers. Instead, it was reliant on an entirely manual process that consisted of hand-written orders, inputting data into spreadsheets, then writing dispatch notes. It was a slow, laborious and inefficient way of working that was prone to errors.

However, with Act! in place, there is no more duplication of effort and each member of the accounts and sales team has **all the latest information at their fingertips**.

So now, even if they're not at their desk, they can quickly catch up on what's been happening with any of their customers. That's been of tremendous benefit, according to Kate Bavester, Office Manager at Corkers Crisps.

"With a small accounts and sales team, we have to work really efficiently if we're to stay on top of our orders, particularly at busy times. Mondays for instance are always potentially hectic because many of our customers are in the hospitality sector and need to stock up after the weekend. With Act! we can take orders **quickly and accurately**, so it helps us to look after our customers and keep them happy, and that's really important to me, given my background in performance improvement."

Having built a strong base of core contact information, the accounts and sales team are now poised to really start exploiting Act!'s full potential by using it to better manage their quotes, orders and invoices. This will give them a real advantage and even more of a competitive edge.

"I think Act! is absolutely key for managing our fast-growing customer base effectively," says Kate.

"And with Act! multiple users can access the same data simultaneously, so our sales director can be up to speed with any account when he's out on the road."

By using Act!, Corkers Crisps have been able to extend their passion for the personal touch into customer relationships. And with their business putting down **ever deeper roots in the market**, Ross and his team are determined that growth shouldn't come at the cost of a customer-centred approach.

"With Act! we can achieve the personal hands-on approach that's made us distinctive in the marketplace," says Kate, "something we've been able to do because of Swiftpage's support. Whenever we've been unsure of something, all we had to do was ring them and talk through the issues. I can't praise them enough for that."

With the news that the company has just fought off stiff competition to win yet another major airlines contract, it looks like their hands-on approach is perfect for hand-cooked crisps.

Results



Time saved not having to write out the order form, replicate the data onto a spreadsheet, before passing the order form to the dispatch manager, who then re-enters the same information onto his picking sheets – **100 hours every month.**

Number of mistakes on orders as a result of having to replicate information or input data onto spreadsheets – **zero.**

Contact Us

United Kingdom: **0845 268 0220**
Ireland: **0766 801 364**
Australia: **39 111 0500**
Switzerland: **043 508 2364**
Germany: **069 643 508 433**

United States: **866 873 2006**
South Africa: **0105 003 672**
France: **09 75 18 23 09**
Belgium: **078 483 840**
New Zealand: **0800 775 617**

orders@swiftpage.com

www.act.com