



Challenge

Racoon International needed a CRM system which would provide a reliable way of managing their relationship with over 5,000 national and international clients in the hair care industry and realize their vision of a Training Management System, integrated into CRM. As well as a system that offered reliability and instant access to client data, Racoon International also needed a supplier who could deliver the level of customer support that they needed.

Solution

Racoon International primarily uses Sage CRM and Enbu's Training Management Solution to manage the high volume of training courses that they deliver to hair stylists all over Britain and the subsequent account management function relating to each account. It has also been integrated with Sage200 for account reporting purposes. Racoon International chose Enbu to realise their vision.

Results

Since installing Sage CRM, and Enbu's Training Management Solution, there is a much smoother and more productive interaction between Racoon International Account Managers and their clients. All training courses are set up and managed in the Sage CRM system. This has reduced administration time by automating the process. Sage CRM is a reliable and effective system, and comes with the level of customer support from Enbu Consulting that is important to Racoon International. There's also a definite time saving in that its integration with Sage Accounts has reduced the amount of inputting time and the margin for human error.

CUSTOMER:

Racoon International

INDUSTRY:

Hair Extensions

LOCATION:

United Kingdom (HQ)

SOLUTION:

Sage CRM and Enbu's Training Management Solution

How Racoon International stay ahead of the pack in the hair extensions market

Founded in 1995, Racoon International is the number-one supplier of high-quality, human hair extensions to salons, session stylists and global partners. The company's collection of multi-award-winning lines – including reusable human hair extensions and aftercare products – guarantees hair extensions which are both safe and ethically sourced. More than 5,000 salons across the world- have been certificated to offer Racoon International's products. Headquartered in Warwickshire in the U.K., Racoon International offers a complete portfolio of design, development and training under one roof.

The Business Challenge

Racoon International had been previously using a rival CRM system, which was bespoke to the company's needs and helped it to manage its relationship with over 5,000 national and international clients. The company found that the system was quite slow in operation, and relatively unstable. Racoon International felt that they needed increased functionality - and in particular, the ability to integrate with Sage accounts, which would reduce the manpower needed for repeat data entry, and also cut down on potential human error during inputting.

The Solution

Racoon International were aware of Enbu as Enbu's Resource Planner was what they wanted as part of their future solution. Enbu's Sales Manager, Noelle Nagle, explains, "When I became aware of the challenges that Racoon were facing, I was confident that Enbu would deliver a solution to meet their needs." Enbu worked with Racoon International to ensure they had a Sage CRM solution to manage day-to-day business and to enable reporting. This CRM Solution is integrated with Sage200 for account reporting purposes, providing important management information.

Enbu's Training Management Solution is used by Racoon International to manage the Training events which they host for their salon customers. Provision of high-quality training on their hair extension products is an essential part of Racoon International's marketing mix, and it's absolutely vital that training is delivered in a highly professional and reliable manner. Enbu's Training Management Solution plays a huge part in this regard.

In addition, Enbu's Training Management Solution provides all Resource Planning requirements needed by Racoon International to manage their Educators, making sure that they receive the relevant date, time and venue information required to deliver their training programme.

According to Chloe Gardner, Sales & Administration Manager at Racoon International, Sage CRM is extremely helpful to the company's Account Management Team, who can quickly and easily access client account information – even while they're in the middle of a phone conversation with the client. This allows them to instantly pick up on any additional sales opportunities that present themselves, as well as presenting an ultra-professional image.

The Results

Since installing Sage CRM and Enbu's Training Management Solution, there is a more productive interaction between Racoon International Account Managers and their clients. Because they have all relevant information at their fingertips while talking to them, Account Managers are better able to manage their client relationships - and also to upsell when an opportunity presents itself.

Use of Enbu's Training Management Solution has also proven to be highly successful in managing the company's training function, communicating upcoming events and registering bookings against each customer.

It's a reliable and effective system, and comes with the required level of customer support that Racoon needed. Enbu's after-sales service extends to advice on further applications of any products supplied and there's very much a sense of partnership at play.

There's also a definite time saving in that its integration with Sage Accounts has reduced the amount of inputting time, with a reduction in the margin of potential human error.

Chloe Gatfield points out that the company is still learning about the capabilities of Sage CRM and she is confident that it can do even more for Racoon International as they become more familiar with it. "Initially, we were just focused on bedding in the event management element of Enbu's Training Management Solution, but we're now turning our attention to the additional benefits that we're certain it can deliver."

About Enbu Consulting

Enbu Consulting is an expert in Sage CRM software. Since 2004, companies all over the world have been choosing Enbu to deliver CRM-based solutions which address key business processes including sales, marketing and customer service.

We combine leading technologies with in-depth technical and business process expertise, to deliver company-specific solutions that deliver real business benefits.

Visit the Enbu Consulting website at www.enbuconsulting.com for more information.