

ENHANCED

Technology For Better Business Performance

COMPOSITE PROFILES



Composite Profiles
BUILDING EXCELLENCE

Client: Composite Profiles

Sector: Construction

A FULLY INTEGRATED CRM SOLUTION.

Composite Profiles UK Ltd is a family-owned specialist sub-contractor in the steel construction sector. Originating in Broadstone, Poole, 25 years ago, Composite Profiles has steadily, quietly and professionally grown into a well-respected nationwide brand.

The Composite Profiles team is professional, approachable and highly knowledgeable in the supply and skilled installation of composite metal floor and structural roof decking; integral structures fundamental to a building's success but often unseen to the end user.

THE CHALLENGE

With three of Composite Profiles' core values being Building Relationships, Building Knowledge and Building the Future, it quickly became apparent that we needed to provide a CRM-SRM system that would fulfil Composite Profiles' strategy to put relationship management at the heart of their business. Composite Profiles has an overarching vision of Building Excellence, and it is their commitment to putting people first (customers, clients and internal team members) that makes them unique within the steel construction industry. It was our job to introduce a customised systems-solution that would deliver the functionality they required to enable this to happen.

THE SOLUTION

We pride ourselves on our ability to 'get under the surface' and truly understand our clients' needs and challenge their assumptions of what is possible. After an in-depth fact-finding process, we recommended Composite Profiles invested in a tailored Sugar CRM-SRM solution. Enhanced built and implemented a system that

would enable Composite Profiles to manage the customer journey from end to end; from initial enquiry, quotation and the sales process, through to customer engagement, loyalty and reporting. Within two months we had Composite Profiles fully up and running supporting their vision of Building Excellence into the next decade.

THE RESULTS

Composite Profiles now has a fully integrated end-to-end solution across the company, that covers all their business needs from estimating and quoting to tracking, targeting and marketing. The one-shop system gives them greater visibility and deeper insight into all of their projects, which in turn results in greater efficiencies of time and resource. Composite Profiles are now able to spend more time doing what they are unique at – putting people and relationships first.

THE BENEFITS

- Significant time saving
- Greater accuracy of data
- Automated systems
- Instant visibility
- Real time reporting

"It is great to work with a team of dedicated professionals. They quickly got to know and understand our business and provided a fast and proficient implementation. It is good that Enhanced are local and we feel we can call on them at any time."

Joel Nurser
Operations Director, Composite Profiles

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Contact us today on 01202 308 000 or visit enhanced.co.uk