



CUSTOMER SUCCESS STORY

CUSTOMER

Fryers Catering Services

INDUSTRY

Hospitality

LOCATION

United Kingdom

SYSTEM

Sage Accpac ERP
Sage CRM

Sage Software Serves up Appetizing Business Solution for Fryers Catering Services

Time for an Oil Change

Fryers Catering Services provides catering goods to the hospitality market. Serving customers such as Hilton Hotels, Barracuda Pub Group, Charles Wells, and Hanover Hotels, Fryers provides edible oils, coffee, and other food products, as well as its own Royal Crest cooking oils and mayonnaise. Fryers' specialized coffee division, Coffee Classics, supplies a wide variety of coffee machinery, hardware, and consumables and offers a range of specially blended and roasted coffees. Fryers is also the sole UK distributor of the Azkoyen range of coffee machinery.

Fryers was running a Navision system for its accounts payable and general ledger functions but was running its accounts receivable function in a separate system. Consolidating this information was time-consuming and the systems themselves were dated, offering none of the analytical or reporting capabilities now considered necessary for a forward-looking business. Fryers therefore decided to move all of its accounting processes onto a single system



that would increase efficiency, reduce servicing costs, and improve business planning and intelligence capabilities. To achieve this, Fryers chose Sage Software solutions, beginning a successful relationship that has spread from accounting to integrated sales cycle planning and beyond.

Push-Button Financial Reporting

Chris Saunders, financial controller at Fryers, explains, "We considered a wide range of accounting packages, including an upgrade of our Navision system. However, the cost of most of these was prohibitive for the functionality that they offered and for their actual fit to our requirements. Sage Accpac 200 ERP, suggested to us by C2 Networks,

CHALLENGE

Fryers needed to integrate accounting processes onto one system; use accounting system for analysis and reporting; and integrate sales cycle planning with accounting processes.

SOLUTION

Sage Accpac 200 ERP, a full-featured, easily scalable business management solution, integrates with Web-based Sage CRM to provide easy access to a wealth of financial and customer data.

RESULTS

With Sage Accpac ERP, producing management reports now takes hours, instead of days. Sage CRM accelerates order processing, eliminates duplicate data entry, and increases sales opportunities.

“The solution as a whole enables us to set strategic plans, check how we are performing against these plans, and take whatever necessary action to keep on track. This helps our management make better decisions, which gives us a real competitive advantage in the long term.”

—Chris Saunders
Financial controller
Fryers Catering Services

was a different proposition—it promised an excellent fit to our business, as well as impressive functionality and scalability. With Sage Accpac, we would also be able to produce comprehensive financial reports at the push of a button—and this really solidified our decision to choose Sage Software.”

A Professional Recipe for Success

Fryers implemented the Sage Accpac General Ledger and Accounts Payable modules first. Once these modules were up and running, Fryers switched over its accounts receivable functions.

“Over the years, I have used a number of accounting solutions and, from an accountant’s point of view, Sage Accpac has to be the strongest in terms of flexibility and user-friendliness,” Saunders continues. “The main advantage we get from the Sage Accpac system is its reporting power. The accounts payable and accounts receivable information goes straight into the ledger so there’s never any missing data, and the Financial Reporter capabilities integrate with our database so we are indeed able to generate reports at the touch of a button—just as we were promised.

“We can now set up our standard reports and run them quickly and easily. Our regular monthly management report is completed

within hours, when it used to take us days—and even then, we didn’t get half of the in-depth information that we do now. The power of the Sage Accpac system to really manipulate data in new ways is also impressive. Thanks to the system’s superior architecture, a range of tools enable us to drill down, analyze, and report on any data throughout the company, helping us make better business decisions and ultimately benefiting our customers.

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The Right Route to the Customer

Following the success of Sage Accpac in streamlining its back office, Fryers turned its attention to its sales operations and, in particular, customer relationship, and sales cycle management.

IT manager Dave Horwell explains, “Because our customers are mainly hotels, pubs, restaurants, and other hospitality businesses, we organize our customer contact and sales efforts to correspond with the journeys that our delivery drivers will make—just like breweries visiting certain pubs along a route.





We entered our orders into VanMan, an ageing Sage-based software program coded in DOS, and then had to manually transfer them into the back-office accounts engine.

“When we started looking for a new system that would eliminate this duplicated data entry and enhance the management of our entire sales cycle, our contacts at other companies within the industry told us that we wouldn’t find anything off-the-shelf. They all used custom-built software and advised us to do the same. C2 Networks suggested that Sage CRM would fit the bill, however, and they were right,” Horwell adds.

Martin Smith, Managing Director of C2 Networks, says, “The calendar cycle feature in Sage CRM manages customer contact by automatically creating lists of sales calls for the Fryers sales representatives that correspond with their delivery routes. This gives sales staff efficient and well-planned schedules and lets them focus their attention on customers.

“Sage CRM integrates perfectly with Sage Accpac, so that orders entered by Fryers’ sales staff go straight into the back-office

system for processing—and are immediately available to view and report on,” says Smith. “Fryers can access up-to-date information on customers—such as whether they are on hold or not—as orders are entered, and can service more customers without any extra staffing. Sage CRM also adds real value to delivery schedules—schedules can be printed with messages to drivers telling them which customers pay by which method, whether goods need to be collected or dropped off, and any other useful information.”

Delivering Customer Satisfaction

“Sage CRM doesn’t just help us plan our routes,” observes Horwell, “it improves our whole approach to sales. For example, our customers have standing orders and probably ask for the same products every month. Sage CRM alerts us if a particular item is not chosen one month, so our sales staff can call the customer and find out if they are dissatisfied with the product or the service, or if they are over-stocked. We can up-sell by suggesting alternatives, and we can cross-sell by offering linked products that we think they might want—tuna to go with our mayonnaise, for example. Basically, we can get to know our customers and their needs better.

“We are also looking to script our sales calls so that our agents can consistently provide the best service and, at the same time, don’t miss chances to maximize our revenue. Sage CRM updates and displays the dialogue on-screen, making it easier for our staff to cover everything that they need to and also making it quicker and easier for us to update scripts as required,” continues Horwell.



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Saunders adds, "Our front office is where we make our money—we have 14,000 customers on our books, with 8,000 ordering regularly, and Sage CRM lets us optimize our customer contact and service. We'll be able to drill down to look at the profitability on a product-by-product basis, so that we can check margins and use the financial information to help our sales and marketing practices as well as our accounts.

"Our commercial director was frustrated that, with the old VanMan system and our old Navision accounts engine, it took an age to collate and print out up-to-date customer data such as what they were spending, what products they used, whether they were good payers, and so on. Now, with Sage CRM, he can view all this information—and more—en-route to the customer or even on the customer site, over the Internet, immediately. We will soon be rolling out more of the CRM solution's functionality, and we are looking forward to finding more ways to benefit from Sage Software in the future," Saunders concludes.

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



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