



**The company**

North East Truck & Van (NETV) is one of the UK's largest independent commercial vehicle retailers, with eight dealerships spread across the North and North East of England, and a heritage dating back nearly 40 years.

**The business requirement**

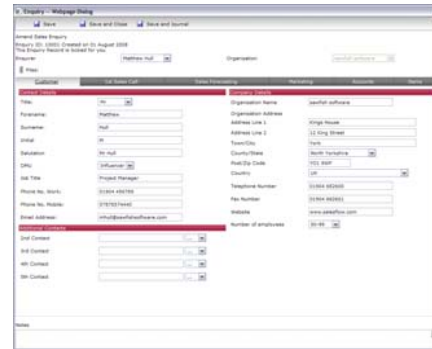
Before implementing CaseFlow NETV were already operating successfully, but knew there were ways they could work smarter to increase profits, reduce errors and improve relationships with customers. NETV needed a software solution that would allow them to not only manage the sales activities of each unit, but to be able to develop as the business grows.

**“CaseFlow would be an asset to any sales-oriented company.”**

The new software solution would need to be able to help NETV to improve in a number of identified areas. Firstly, to get a picture of a salesperson's activity with their customers at each stage of the sales cycle. Secondly, to benchmark performance and provide targeted training. Thirdly, a lack of process, automation and centralised data source meant that there were often errors and lengthy turnaround times on document production.

**The CaseFlow solution**

CaseFlow, a web based system, has changed the way NETV work by bringing visibility and control across their sales pipeline. At the heart of the CaseFlow solution is a workflow (or map) of NETV's sales processes for each business unit from vehicle sales to parts. This unique aspect of the system allows NETV to see the activity of each member of the sales team either individually or by department.



Every salesperson has access to the system whilst out on the road or in their own home, and details are updated on a daily basis allowing managers to gain an accurate picture of operations at any time.

CaseFlow makes it easy to; forecast as you can see exactly what stage deals are at in the pipeline, identify areas of weakness and compare activity and results across the sales team.

**David Gorge, Group Sales Director of North East Truck and Van comments,** “CaseFlow has become an integral part of our sales process at North East Truck and Van; it ensures that we maintain a regular dialog with our customers, building a comprehensive business profile which focuses our efforts on the greatest opportunities.”

**“CaseFlow is fantastic as a reference point to any conversation.”**

**Steve Hull, CEO, Sawfish Software says,** “It has been a pleasure to work with NETV, since implementing CaseFlow they have totally embraced the system and we are pleased to see the positive results they have already seen.

The flexibility of CaseFlow and the solid processes they have in place will help them to weather the tough times currently being faced in the UK economy with the 'Credit Crunch'.”

