

Customer Case Study

Beta Valve

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Name: John Hewitt & Sarah Adkins

Position: General Manager & Marketing Manager

What we do: Beta Valve are specialists in the supply of solenoid valves for the control of water and air. They supply brass, plastic and stainless steel solenoid valves, water meters, level sensing, water treatment components and water filters for residential and industrial use.

Pre-ProspectSoft Problems

We already had a website in place before ProspectSoft, but it was static and provided little information about our products. These issues caused us to rethink our current processes, and we knew we had to review our website in order to boost our online presence. We tried different methods to better promote ourselves such as Google AdWords, PR, and attending tradeshow, where we did have some successes, but nothing was consistently paying off. We needed a long-term solution in place that could adapt to our business requirements.

The Solution

We now have the eCommerce, CRM and eMail Marketing solutions in place. It seemed like a logical progression to implement all three as our business evolved. Most of our enquires now come through the website, meaning we have more time to spend elsewhere. Not only have we saved time, but we have saved money too, as our costs are much lower since implementing the system. Customer orders are processed straight through to our back office accounting system, Exchequer, meaning there is no error-prone rekeying through human interaction.

With the eCommerce solution in place, we are able to make slightly more obscure products available due to how quick and easy it is to make them appear on the site. This has meant we have not only sold our most popular products to our typical customer, but have been able to access a slightly different market by displaying our more bespoke, unusual products too. The eMail Marketing solution has allowed us to develop qualified leads through targeted marketing campaigns based on key customer information, and we are now utilizing this even more to view results and monitor engagement levels.

Summary

ProspectSoft is a natural fit for us. The integration to our Exchequer account is ideal, and we have seen significant improvements in our business since implementing the system. Our Account Manager is very responsive, and we can always rely on the support team. We find the customer Web Clinics to be informative as we are able to pick up great hints and tips whilst learning more about how to make the most of the system. ProspectSoft events were particularly useful when considering implementing the eMail Marketing solution for Beta Valve.

Key Benefits

- 1) **Integration** - This was absolutely key for us, as we have a long-standing relationship with Exchequer, our accounts provider. Implementing ProspectSoft was therefore a natural extension of our business.
- 2) **More products online reaching a wider audience** - We have gone from having hundreds of products on our site to thousands due to the structured process the eCommerce solution offers. It's also enabled us to provide more information to our customers about each product, so they know exactly what they're buying.
- 3) **Structured, efficient process** - We now have a process in place which is adapted to suit our business.



"I know we made a good choice in going with ProspectSoft, and if I was in the same position again I would make the same choice."