



## ARRK Technical Services Ltd

[www.arrktechnical.com](http://www.arrktechnical.com)



### At A Glance:

- **Company:** ARRK Technical Services Ltd
- **Location:** Basildon and Coventry, UK
- **Industry:** Engineering and Resource Solutions Services Company
- **Challenge:**
  - Create a core data set
  - Manage sales opportunities
- **Software switched from:** Microsoft Excel; bespoke Access database
- **Results with NetSuite:**
  - Improved visibility of sales and new leads
  - Faster reaction to customers
  - Improved performance monitoring
  - Marketing capabilities
  - Billing projections



*“NetSuite is invaluable to us as a tool for opportunity management.”*

— Jason Roberts, General Manager  
ARRK Technical Services Ltd

### The Results: Streamlined information-sharing

ARRK Technical Services, a subsidiary of ARRK, has created a central pool of customer-related information using NetSuite's CRM tools. The result is streamlined information-sharing that removes the obstacles of a remote sales team and a multi-site operation.

Above all, NetSuite CRM provides management visibility of sales activities, leading to improved forecasting and planning, and ensuring that all leads are followed through.

### The Challenges: Maximize leads in a competitive industry

ARRK Technical Services provides a wide range of engineering, design and resource solution services for large clients such as Ford and Bentley. ARRK also has particular expertise in the area of alternative fuel and hybrid vehicle technology.

"We have multiple sites and a number of program managers, but we had no dedicated sales monitoring tools," says Jason Roberts, the company's General Manager. "We needed to centralize the pool of sales information across the organization to make sure we were maximizing leads. We also needed a way of measuring sales performance against target at both the individual and corporate levels."

It was important that any new technology was flexible enough to fit in with existing business processes, could be customized where necessary, and could be rolled out and operated independently of the vendor.

### The Solution: Faster response times

Roberts went straight to NetSuite for a solution. "Our parent company is successfully using NetSuite tools so it seemed sensible for us to do the same," he says. "We already knew it was easy to use and easy to run, so we didn't look anywhere else."

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)



***“In the past we relied on word of mouth and people using bespoke databases ... Now we channel everything through NetSuite, so every lead is recorded and monitored to its natural conclusion.”***

*— Jason Roberts*

*General Manager*

*ARRK Technical Services Ltd*

The company now runs its entire sales operation on NetSuite. "It's allowed us to become much more customer-focused," says Roberts. "Everyone can see the status of a customer account at the press of a button, so we can respond to the customer much more efficiently and quickly than in the past when information was shared on an ad-hoc basis through telephone calls, spreadsheets, and email."

He is optimistic about the effect this will have on business. "We have immediately noticed a marked improvement in the way we can react to customers and our time to respond. This is a tough industry, so it's vital that we follow through on every lead, and provide excellent customer service. NetSuite definitely helps us to do this."

Business developments, opportunities, and estimates are all logged onto the NetSuite system. "We also use it for diary management, sales-order processing, and marketing," says Roberts.

With all sales orders automatically loaded onto NetSuite, managers have a new overview of the business. "Historically sales orders were not tracked within the sales environment," says Roberts. "I could only see where we were by looking at invoices from accounts, so we were always several steps behind. Now I can log in whenever I want, and have daily alerts to tell me what's happening. This helps us to forecast and plan our activities."

NetSuite has also helped the company to improve its supplier relationship management and place its business more efficiently: "We don't have to rely on word of mouth or anecdotal experiences because there's a pool of supplier information right there in the system," says Roberts.

The overall result of using NetSuite? "The overview of the business afforded us by using NetSuite enables us to work more efficiently at every level," says Roberts. "For example, we can monitor sales activities entered into the system remotely by the sales teams against weekly targets, and create incentives to improve productivity."

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