



National Carphones

www.nationalcarphones.co.uk

At A Glance:

- **Company:** National Carphones
- **Location:** Bicester, United Kingdom
- **Industry:** Telecommunications; Electronic Commerce
- **Challenges:**
 - Integrate disparate systems and eliminate manual data entry and transfer
 - Establish a reliable CRM system
 - Improve processing speeds and efficiency
- **Software switched from:**
 - Trumba Connect
 - Microsoft Excel
 - TAS BOOKS
- **Results with NetSuite:**
 - Processing speeds are two to three times faster than before
 - Efficiency increased by 40 percent
 - Profit increased by 20 percent in the first year despite a major switch in business activity that involved dropping a portion of its trade
 - Two out of five employee salaries were saved due to increased efficiency

“At first I believed a single product couldn’t possibly fulfill all our requirements. Once we saw NetSuite in action, everyone in the company, without exception, was won over.”

— Gordon Anderson, Managing Director
National Carphones

The Results:

National Carphones saw a 10 percent increase in profits during its first year of using NetSuite, at the same time achieving a 40 percent improvement in efficiency. Added to this is an increased business transparency whereby customers and suppliers alike can log on to monitor project status.

Above all, NetSuite has brought every aspect of the company’s business not only under one roof, but onto one screen. “It has eliminated all the superfluous stuff like systems maintenance, integration, and manual data entry and transfer,” says Managing Director Gordon Anderson. “And to cap it all, it’s an immensely easy system to use.”

The Challenges:

National Carphones supplies and fits corporate vehicles with hands-free mobile telephone equipment and accessories; its clients include names like BT Mobile and Business Post.

“Our customer information amounted to what was held in our accounting software, Sage’s TAS BOOKS, and Microsoft Excel,” says Anderson. “Job tracking was effected through the accounting software, again, and Trumba Connect, our online diary. Contact with our 50 subcontracted engineers was maintained by telephone, and incoming data manually entered. It was a very slow process, hard to manage and almost impossible to police.”

He continues, “Although we were growing and taking on more employees to support the workload, we weren’t making any more profit. We needed several things: an integrated system; more accurate, up-to-the-minute information at our fingertips; and faster processing speeds.”

Initially, Anderson looked for a system to handle bookings and stock. “The suppliers we found wanted five-figure sums for their products yet provided no apparent backup or ongoing development.” He adds wryly, “I was so unimpressed I can’t even remember their names.” Because he wanted to replace TAS BOOKS as well — “it was pitifully slow and didn’t provide half the reporting constants we needed” — he was in the market for more than one product.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



“The greatest benefit of using NetSuite is the sheer speed of processing — about two to three times faster than we were achieving before.”

— Gordon Anderson
Managing Director
National Carphones

He found NetSuite through a Google search on the words ‘accounting’ and ‘CRM’, but confesses, “We had two initial reservations. The first was the hosted system, because it meant we were dependent on the Internet. The second was that I believed a single product couldn’t possibly fulfill all our requirements. But once we saw NetSuite in action, everyone in the company, without exception, was won over.”

The Solution:

National Carphones use NetSuite to support every aspect of its business including accounting and invoicing, job and stock management, and CRM.

While most employees work from the office, Anderson frequently works from home or from clients’ offices. “With NetSuite everything is integrated and available from my desktop wherever I am. I can log on to see my personal diary, my own and everyone else’s workload and schedules, even what’s in the bank,” he says.

However, he cites the greatest benefit of using NetSuite as “the sheer speed of processing — about two to three times faster than before.” He continues, “In the first year of using NetSuite we withdrew from the private market to concentrate on business-to-business. During that time our sales figures remained static, yet our profitability increased by some 20 percent. And we achieved this without replacing two members of staff who left during the same period.”

The two outgoing employees were not replaced because, as data inputters, they were no longer needed in the newly integrated business: “NetSuite allows us to notice exactly how efficient each individual is, and we clearly saw that we no longer needed staff with their job description,” says Anderson. “That’s a 40 percent increase in efficiency — plus we saved two salaries, adding further to our profitability.”

Perhaps Anderson’s favorite aspect of NetSuite is its ease of use. “It’s very flexible,” he confirms, “and the training was excellent. We used NetSuite’s Professional Services team to design some customizations at the start of the implementation, resulting in a set-up that everyone picked up remarkably quickly. The customization included tailoring employees’ dashboards to suit their role — a unique feature of NetSuite — so there’s enough data available for them to work efficiently, and nothing to distract them or slow them down.”

NetSuite allows National Carphones to offer its customers a unique selling feature: “Our business customers can book installations online, see that their jobs are picked up, and monitor project status,” says Anderson. “Suppliers too can log on to check, for example, that their bills have appeared on our system. Everyone benefits from the increased transparency.”

“With our ambitious expansion plans, we are confident that NetSuite will provide us with the perfect platform on which to build our business”



 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com