
DENT O CARE CUSTOMER CASE STUDY

CUSTOMER CASE STUDY

DENT O CARE - NETSUITE

“The comprehensive integration provided by NetSuite removes duplication of data entry and provides management with seamless access to business critical data. Importantly in our case it has enabled use to take control of the content on our website and leverage the bulk email capabilities to cost-effectively communicate with customers, assess responses and calculate return on investment. While the system has had a modest impact on overall sales, the main benefit is that it has freed up staff time enabling them to be more proactive in building new business”

- “Isak Marais, Managing Director

INDUSTRY

London-based Dent-O-Care Ltd is a distributor, wholesaler and e-tailer of oral hygiene products, selling business-to-business and business-to-consumer.

THE CHALLENGES

- UK-based company needed CRM capabilities to proactively log orders, company information and contact records.
- Previous Sage Line 50 software had reached its limit: Dent-O-Care was processing the maximum number of transactions feasible within that application.
- Lack of comprehensive integration. The regular switching between the internal database and Sage Line 50 to process orders was becoming tedious, and the reporting system within Sage was not user friendly.
- Anything unusual or non-standard was painful to generate.

THE SOLUTION

- NetSuite Solution Provider BlueBridge One installed NetSuite CRM, ERP and Ecommerce (NetSuite Site Builder module).
- Level of visibility of what is going on in the business has been significantly heightened.
- Sales force can now assess order patterns, customer behaviour and logging of discussions held between the sales people and customers.
- Scheduling of call-backs has been significantly enhanced, leading to better customer service.
- Dent-O-Care receives between 20 and 30 online orders per day and NetSuite has enabled these orders to be seamlessly linked with their back-office fulfilment.

THE RESULTS

- Significant time savings due to having one system instead of multiple products.
- Staff can get a much greater level of visibility of buying patterns.
- Dent-O-Care can target customers far more comprehensively on the basis of their buying habits.
- Staff are also far more conversant with their customers due to now having up- to-date information on them at their fingertips.
- Greater understanding of the cost base and visibility of the various parts of the business.

- Dent-O-Care's Web-based activities up by 15 percent while order values are up by between 20 to 25 percent.

NETSUITE PARTNER

- BlueBridge One (www.bluebridgeone.com).

ABOUT BLUEBRIDGE ONE

WHY WORK WITH A NETSUITE PARTNER?

There are some key benefits when you align your business with BlueBridge One. Since 2003 we have specialised in partnering with customers to implement NetSuite ERP solutions in the UK and South Africa. We are one of only three NetSuite partners in the EMEA region that maintain an annual 5 Star NetSuite Partner status. What that means for our customers is that we deliver on our promises. As a team we are really proud of our awards, but in terms of the value to our customers when working with us, here's what you can expect.

COST

When you buy NetSuite from BlueBridge One, your license cost, discounts and terms are the same as if you purchased NetSuite directly. Purchasing NetSuite with BlueBridge one provides customers with piece of mind that the most cost effective deal is secured, and is one which is best suited to your business model.

FREE SUPPORT

BlueBridge One are the only UK NetSuite Partner to offer FREE support to all customers. This is normally a chargeable managed service. But with us, it's free. No catch.

EXPERIENCE

As a BlueBridge One customer, you really have the best of both worlds. The full power of NetSuite, with real time data to help you scale faster and smarter, blended with advisory account management, consulting representation, award winning support and certified and experienced NetSuite developers, all in-house to help you grow your business.

KNOWLEDGE

Our expertise lies in our people and our team of developers and consultants who annually gain certifications from NetSuite which help maintain our 5 Star Partner status.

Because our team are cross-trained experts for ERP, CRM, and SuiteCommerce and part of integrated teams, it means customers have fast go live dates and reduced costs due to the shortened cycles.

CUSTOMISATION

Every customer is different, and they need different views and customised reports to suit their individual business models. Our team includes a diverse group of developers and consultants with backgrounds in many different industries. As a result we bring real problem solving capabilities to the table when looking to achieving your goals on the NetSuite platform. We make sure that NetSuite suits you and not the other way around.

Our range of SuiteApps help solve additional common challenges for our customers. By tapping into these additional tools, our customers find their business workflows are seamless, they see an increase in NetSuite user productivity, and can therefore focus on scaling faster and growing smarter.



08008 620 243
(+44 1932 300 000 - outside the UK)



www.bluebridgeone.com



info@bluebridgeone.com



Dixcart House Addlestone Road Bourne
Business Park Addlestone Surrey KT15 2LE

