

# Customer case studies

## Igennus

Igennus, based in Cambridge, UK, produces Omega nutritional supplements to help alleviate a range of health problems ranging from depression, to weight loss, to cardiovascular disease. The company offers natural alternatives to improve these conditions based on the latest clinical findings.

“GoldMine enables us to execute more targeted marketing campaigns and offer a better and more personalised service to our customers.

Mina Nazemi  
Marketing Manager



Industry	Healthcare products
Geographic	Cambridge
Users	9
Solution	GoldMine Premium Edition

### Background

In early 2007, Igennus realised that it needed to obtain far greater value from its customer information in order to achieve business growth targets. With more than 20,000 old and current customer records and no way of analysing them, the marketing team could see a precious asset going to waste. For example, Igennus relies heavily on customer testimonials and public relations to promote its innovative range of supplements, so in theory it should rely on its customer database to identify happy customers. Unfortunately, this was not the reality.

Igennus kept its records in a basic accounting system (Quickbooks) that only displayed customer names and contact details.

Only three people in the accounts department had access to the system, so marketing staff, for example, would have to leave their desk and walk to a different floor in order to gain access to this crucial data.

To help plug the knowledge gap, Igennus decided to launch a survey to learn more about its customers' views towards the company and its products and services. The goal was to transform the customer database into a valuable business asset that would help improve service, identify purchasing trends and ultimately improve the bottom line.

It was at this stage Igennus realised that all this valuable new customer data they were about to glean could potentially be wasted and untapped without a more sophisticated

system to evaluate, manipulate and manage it. Igennus decided to review a range of customer relationship management (CRM) systems and ultimately chose GoldMine Premium Edition.

### **Selection Process**

Igennus examined three competing solutions and ultimately chose GoldMine Premium Edition through FrontRange's Number One EMEA Partner, Access. Access were a perfect fit for Igennus, due to their excellent track record in advising small to medium sized businesses, combined with their solid experience of integrating GoldMine with other business systems. Access held a pre-sales consultancy session with Igennus, after which GoldMine was identified as the ideal fit to address the company's CRM needs.

### **Implementation & Training**

Access took only eight days to complete the GoldMine implementation from start to finish. This included integrating GoldMine with a MySQL database that processes web orders remotely. This integration means now when customers place their orders over the Internet, all that information is automatically transferred to GoldMine so people in sales and marketing can view and act on it. The other element of the project was some minor interface customisations.

According to Mina Nazemi, Marketing Manager, Igennus, "Aside from the MySQL integration, Access did not need to tailor GoldMine – it was a perfect fit right out of the box."

Access also provided onsite training to six members of sales and marketing and continue to provide ongoing technical support when needed.

### **Results**

Igennus calculates that GoldMine has paid for itself in less than three months through new revenue opportunities and productivity enhancements. Sales and Marketing benefits that GoldMine has delivered include:

#### **One version of the truth**

Igennus now has one centrally managed customer database which is accessible to ten people across sales, service and marketing. This 'one version of the truth' results in a much more positive customer experience.

Now when a customer calls Igennus, the call centre operator has their details in front of them on screen including their full purchasing and service history, resulting in a much more informed and tailored conversation. Also, each GoldMine user can personalise their view of the system depending on their role and which areas they use most commonly.

#### **Sales and marketing campaign support**

The survey data can now be used to deliver tailored customer promotions and services to those who opt in. For example, Igennus has been able to recommend local support groups to customers who have asked for more advice on specific ailments.

Thanks to the MySQL integration, the sales and marketing teams can easily find out which customers have not placed an order within the last six months and send them a special offer to re-engage them. With the new system it is easy to identify customers who are prepared to contribute positive testimonials and participate in public relations.

### **Better product development**

Now that customer feedback is readily available, this valuable information can be put to work to help drive new product developments.

Mina says, "GoldMine has completely changed the day-to-day working process for Igennus. In the morning I sit down at my desk, turn on the computer and GoldMine is the first application I use. The software is helping users to automate mundane tasks, leaving them more time to focus on revenue generating activities. It enables us to execute more targeted marketing campaigns and offer a better and more personalised service to our customers."

### **Who we are**

Access will give you the advice, tools and clarity you need to make effective decisions, quickly and with certainty. As both a business-focused consultancy and a specialist software developer, we combine our innovative software with practical experience to deliver a solution that's exactly right for you and your business.

We believe your solution must be ready for the future, as well as right for today. Because your business will constantly evolve, we provide a software solution that grows with you. Our modular software covers a complete range of business, financial and administration processes and can be flexed to give you the precise view of your business that you need at any time.

With Access, you can be sure you've got the clarity you need to reach your business goals.

### **Further information**

For further information on this, or any other Access case studies, please telephone us on 01206 322575, email [case-studies@theaccessgroup.com](mailto:case-studies@theaccessgroup.com) or, alternatively, visit [www.theaccessgroup.com/downloads/case-studies.aspx](http://www.theaccessgroup.com/downloads/case-studies.aspx)