

# Case Study: generating a sales pipeline within weeks

## Business objectives

In 2009, London caterers Bovingdons took on the contract awarded by the JMC and the local council to bring Nonsuch Mansion and its event spaces back to life. This was a major capital investment for Bovingdons.



Careful refurbishments, accentuated its beautiful Georgian period style as well as incorporating a few contemporary features.

After an initial competition with several bids, AXLR8 was chosen to work with Williams Design to build a stunning website to showcase this beautiful venue. The primary business objective was to market the venue and generate revenue to repay the investment. The solution has helped the Bovingdons team achieve great success within just a few months.

## Website and CRM

The website is integrated with the CRM so that enquiries feed straight into the database. Using all available "organic" search engine optimisation techniques, the website was built using the high quality photography provided and keyword rich text. Minimal flash was incorporated on the front pages to portray the "slick" operation that Nonsuch Mansion is, and to make the website memorable for the visitor.

## Social media marketing

Immediately the website went live, the innovative use of social networks techniques by Nonsuch Mansion management attracted daily visitor numbers averaging 30 per day. Inevitably these numbers tailed off a

little once the hype died down. The addition of a Wordpress Blog, and pages on Facebook and Twitter added referrals to the site, as did entries in local business directories and wedding venue websites.

The visitor numbers increased to a daily average of approximately 60, peaking one day in October to 131! Enquiries to the office at Nonsuch Mansion from interested brides-to-be built up to 20 per day, and a new member of staff and a system were needed to manage them.

## AXLR8 FastTrack system

The CRM system satisfied the following criteria:

- Sales Automation and performance metrics
- Web based, so accessible from home and the offices in London and Nonsuch
- Deposit and stage payments management and reporting
- Sales forecasting
- Marketing functionality

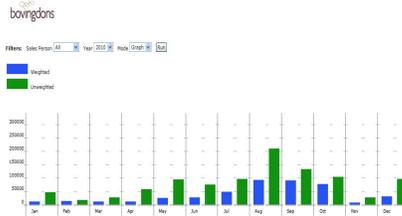
All enquiries to the office are immediately logged on the system and weighted according to the likelihood of winning the deal. This increases once



Award winning systems for fast moving businesses

the couple have been shown around the venue, and again when a deposit has been paid and their date reserved. There are many steps to winning the deal.

At the click of a button, the Sales Pipeline report can be viewed. This gives the financial information, both weighted and unweighted, of events planned over a given time period. Other reports give information by sales person – events booked, calls made, new business identified, sales lead source, etc.



The **AXLR8FastTrack** system also helps with marketing and attracting more visitors to the website. The HTML newsletter builder enables staff with no HTML knowledge at all to build information newsletters, full of calls to action involving clicking through to the Nonsuch Mansion website. The tracking code on the website enables staff to view visitor statistics and measure the effectiveness of each email campaign. Needless to say, this functionality can also be used to build the template to send out an e-mailshot to a bought-in contact list to attract new business. The method of sending to each contact individually and the auto-unsubscribe to meet legal requirements help to ensure each email lands direct in an inbox rather than getting caught in a spam filter.

Nonsuch Mansion's website interfaces directly with their **AXLR8FastTrack** system via the option to subscribe to the Newsletter mailing list. This dynamic form helps increase the volume of contacts in the database

with no effort required by Bovingdons staff at all.

### Next steps

**AXLR8FastTrack** became the sole system after six months. Bovingdons have moved all contacts from their old Act! system into **AXLR8FastTrack** for marketing/ cross-selling.

**AXLR8Trigaware™** was the next addition to the system, saving time and costs. It sends management alerts and staff reminders for actions to be performed for stage payment cash collections management.

**AXLR8Trigaware™** constantly polls the database for updates and sends automated emails as a result. Bovingdons staff spend a lot of time in correspondence to cover logistics from confirming arrangements to thanking couples for looking round the venue, enquiring whether they have set the date, and reminding them about deposits. These activities can easily be automated. For example, once a Bovingdons employee has logged the fact in the database that a couple have visited, **AXLR8Trigaware™** will mail merge their details into an email template thanking them for doing so and advising them of their next steps, and send it to their email address. There are many other examples identified in the workflow we can automate in future.

As business grows, the **AXLR8Exchange-Vault** will become essential. Each email sent & received by Bovingdons staff may be automatically "attached" to the appropriate contact and event. Should it then be necessary to refer to correspondence about a specific event or job, all mail is immediately accessible.

### To learn more:

Please contact Julie Gray at Bovingdons on 020 8874 8032 if you require a Surrey venue or Rick Marengo of AXLR8.co.uk if you would like to discuss the web and **AXLR8FastTrack** details.