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— *Clive Dorsman*
Technical Director
Opal Telecom

coming under pressure from an efficiency crisis. Except for an industry-specific account management package and certain specialised applications, including a handful of Access databases and the occasional spreadsheet, Opal conducted a large amount of its business on paper—and the strain was starting to show.

“We historically hadn’t invested a particularly large amount of time or money into business automation. It’s fair to say that our business model accommodated it for a time, but about 18 months ago, it was obvious that we were getting to a point where we needed more business automation—more efficiency, accuracy, and sharing of data,” says Clive Dorsman, Opal technical director.

The company also needed to respond with greater depth and accuracy to its clients through the help desk. “We don’t have a high-volume call centre environment, but we do have a small number of customers who are high touch, so we needed a system which managed the relationship with customers, interacting with the billing system and tracking more of our interactions so we knew more about the customers’ issues,” Dorsman says.

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The Solution

Opal needed to modernise its order management, prospecting, and help desk functions, and create an overall unified corporate workflow. So in December 2004, the company began its NetSuite conversion. The first stage of the deployment was tested in the help desk, where job-based workflow was successfully implemented. That quickly led to a sales project, as well as other key areas of customer service and fulfilment.

After some helpful NetSuite customisation and the combined efforts of the NetSuite UK professional services team and Opal technical staff, Opal Telecom is a quarter of the way through the roll-out of 1,000 NetSuite seats company-wide as more functions come on-line. Already 130 members of the sales staff use NetSuite for prospecting, pipeline tracking and deal confirmation, with discounting and special-deal handling to be deployed shortly.

Opal is also evaluating the use of partner and customer portals via NetSuite in the near future. “We plan to empower those dealers with the NetSuite partner portal—and that way generate much greater partner loyalty as we are easier to do business with,” Haslam says.

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