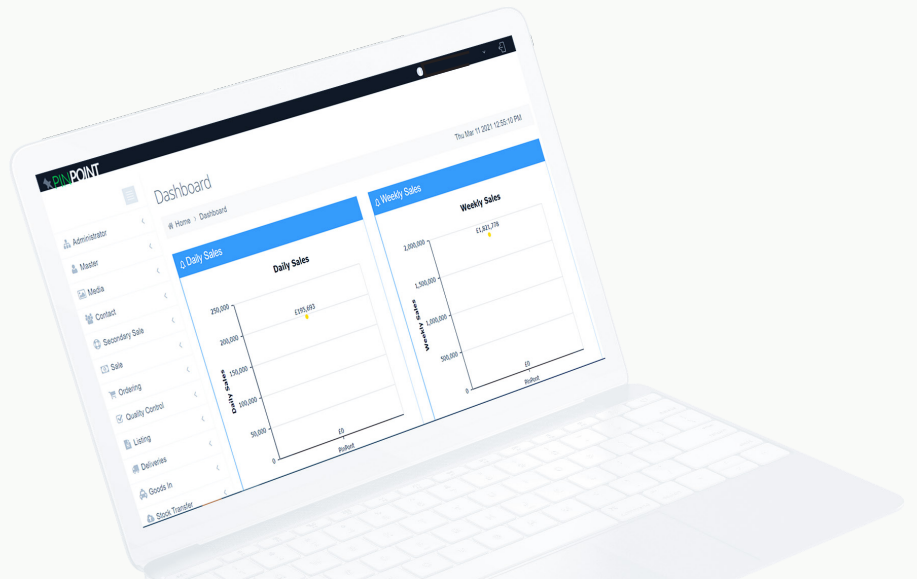


Case Study

# PinPoint CRM & ERP



Client

## Oak Tree Mobility

Oak Tree Mobility believe that everyone should be free to live a rich and fulfilling life. This belief affects everything that they do and is reflected in their range of handmade rise and recline chairs, adjustable beds and bath lifts, which have already empowered thousands nationwide to enjoy the independence they deserve.

[www.oaktreemobility.co.uk](http://www.oaktreemobility.co.uk)

Service

## Technologies used

- Asp.Net with MVC
- C#
- Bootstrap
- HTML 5
- Ajax
- jQuery
- MS SQL 2015



*“Pinpoint has been a huge help in allowing the business to grow and succeed over the last six years, taking a tricky business problem that was beyond most off-the-shelf systems and turning it into a workable solution that has adapted as the business changes.”*

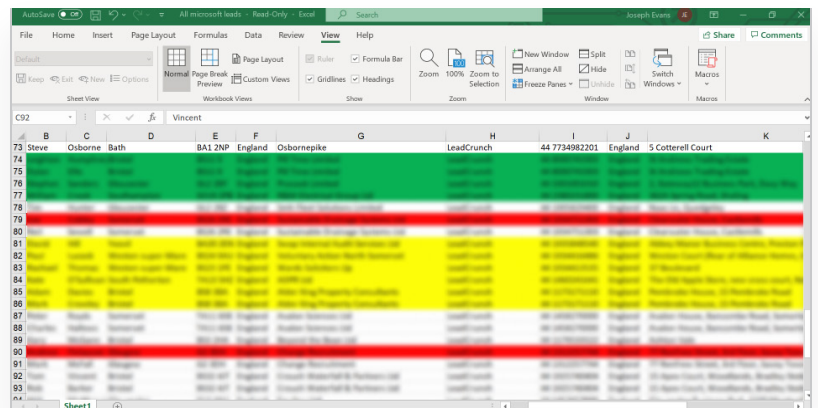
Chris Baker | Oaktree Mobility



Problem

## The Customer Dilemma

The company had grown rapidly, and their operation used many software products that were independent of each other with no integration, it was a massive hinderance to operational growth. It was decided to look for a reliable ERP solution, with their entire business moved to a platform with all departments connected and sharing relevant information, it was viewed this could bring a new commercial sharpness to operations. They looked at and tried some off-the-shelf ERP products, but none were 100% suitable. The decision to build a bespoke product to completely meet their needs was decided upon.



Oak Tree's old solution - Excel Spreadsheet

## Solution

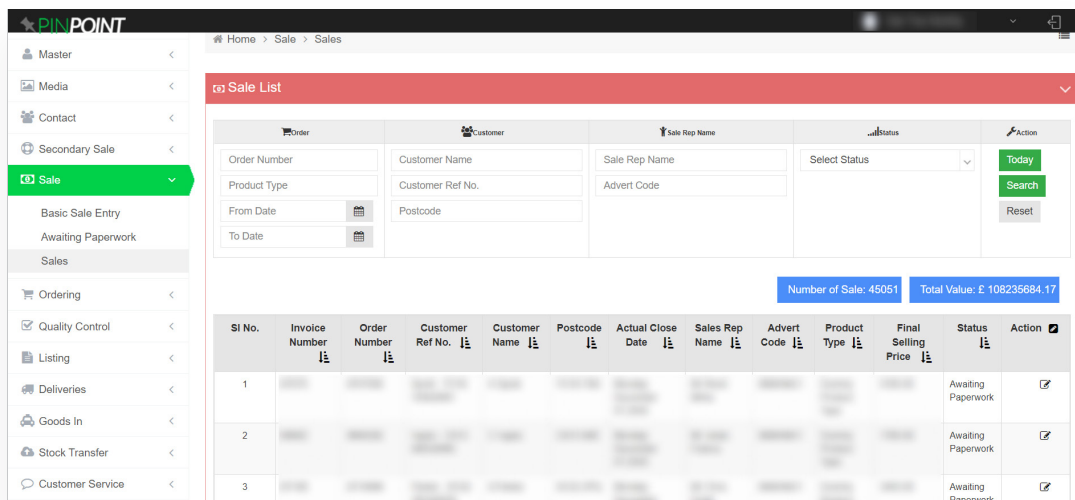
### What we did

Impact IT built a new system with Lead Management, Sales Management, Warehouse, Customer service and Delivery modules all integrating together. Keeping track of all customer information, from lead generation through to sale, delivery, and customer support. Automated accounting integrated with sales. Keeping track of stock movement integrated with deliveries, reporting and quality management.

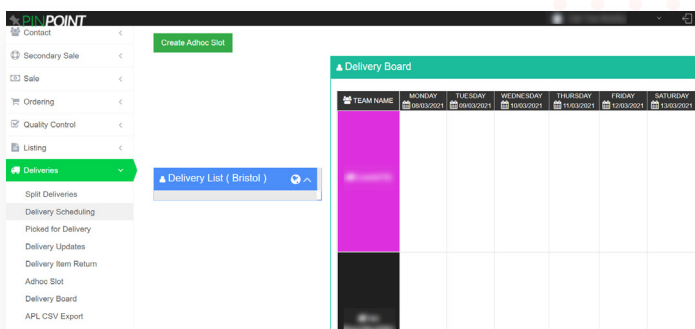
## Proven Results

### Value Delivered

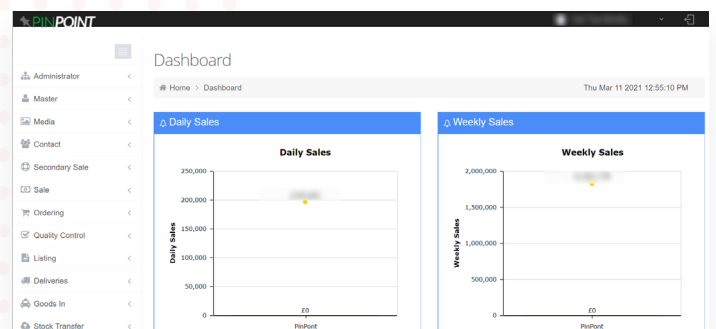
- Streamlining of sales process, making staff more agile.
- Real time reporting provided more accurate forecasting.
- Invoicing times were reduced, giving greater cash flow.
- Availability of quick and accurate information about Sales/Customer made organisation more efficient and cost-effective operation.
- Customer support and faster issue resolution enhanced the brand image and trust.
- Customer journey improvements were illustrated with higher customer satisfaction scores.



Sales Area



Deliveries Area



Reporting Dashboard



If your business needs bespoke software to improve your business efficiency get in touch:

☎ 0117 2020 200

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