

Win Release

Sun Valley Foods

CARM customer care system improves efficiency and visibility of information across the organisation sharing information between departments, supplier and customers.

Food

The key issues for food suppliers are the need to improve internal efficiencies, product quality and the tracking of information to maintain the highest levels of customer service. The CARM customer care system improves efficiency and visibility of information across the organisation sharing information between departments, supplier and customers.

'The flexibility of the product has meant that we can adapt the system to best suit the needs of our individual customers and allows us to continue to improve and upgrade our systems easily in the future.'

Sun Valley Foods is a recognised leader in the UK food industry, supplying quality products and superior service to consumers through retailers, caterers, and distributors.

Founded by a consortium of local farmers in 1960, Sun Valley still has its roots in rural Herefordshire. With Cargill's strength and know-how behind it, Sun Valley is now a significant player in the UK food marketplace.

Originally established to provide a means of adding value to local farm arable output, the value-added concept has remained at the core of the Sun Valley business from the very early days.

Sun Valley initially concentrated on growing and processing high quality chicken for UK retail markets, expanding into further processed products and turkey production in the 1970's. In 1980 Sun Valley was acquired by Cargill and has continued to grow and evolve through the 1980's and 1990's.

Through this period Sun Valley established its reputation for product and process innovation - a reputation which it continues to earn in today's fiercely competitive food markets.

With some of the UK's top food companies, retailers and food service operators as customers and partners, and with the pride, experience and creativity of their 3000 staff across our different business units, Sun Valley's mission is to continue to grow by providing unique, value-based solutions in our markets.

Open Logistix Systems offers its customers a Customer Analysis and Relationship Management module which enables organisations to manage interactions with its Contacts' Comments, Enquiries and Complaints. CARM allows companies to achieve a greater ROI.

Liz Connors, Customer Care Manager at Sun Valley explains why she chose the CARM solution (the Customer Analysis and Relationship Management module from Advanced Business Solutions' OpenLogistix system). "As a leading supplier of quality products to well known customers in the retail, food service and food manufacturing sectors it is vital for Sun Valley to maintain the very highest levels of customer service and constantly improve efficiency in terms of sharing information



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between departments, suppliers, and customers... the CARM solution resolved issues with our in-house CTRM systems that were becoming obsolete and enabled us to integrate enhanced CRM technology solutions."

Within two months of making the decision to implement the CARM solution from Advanced Business Solutions, the Sun Valley system went live and made a positive impact across the whole business. The time to respond to customer enquiries has reduced significantly and there have been visible efficiency increases in information sharing across departments and with customers.

"Our decision to implement a CRM system was driven by the need to improve internal efficiencies, to improve the tracking of information and to add visible value to our customers and suppliers," continues Connors. The "CARM product has an excellent reputation in our industry and having reviewed a number of CRM systems we found that CARM best suited our needs. The flexibility of the product has meant that we can adapt the system to best suit the needs of our individual customers and allows us to continue to improve and upgrade our systems easily in the future".

About Business Solutions

Advanced Business Solutions, an Advanced Computer Software Group plc company, provides leading integrated business applications and services that enable public, private and third sector organisations to retain control, improve visibility and gain efficiencies whilst continually improving corporate performance. It's award-winning software systems comprise core financial management, procurement, human resource and payroll systems, integrated with a range of collaborative, document management and business intelligence solutions. It also provides managed and bureau service options.

Advanced Computer Software Group plc is the UK's leading supplier of software and IT services to the health, care and commercial sectors. It comprises 3 main divisions and has 7000 customers and 800 staff worldwide.

For more information

Advanced Business Solutions is a brand name of Advanced Business Software and Solutions Limited, registered in England, company number 03214465. Registered office: Munro House | Portsmouth Road | Cobham | Surrey | KT11 1TF.

t: +44 (0) 08451 606 162 f: +44 (0) 1932 584 001 e: marketing@advancedcomputersoftware.com www.advancedcomputersoftware.com/abs

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