

## **Bibby Financial Services Puts Customer Strategy First with ConsultCRM**

*CRM specialist to implement a global customer relationship system for the UK's largest independent factoring house*

**Farnborough, UK – 20<sup>th</sup> May 2009** – [ConsultCRM](#) today announced that it has been selected by Bibby Financial Services, an independent global factoring company, to implement a global Web-based customer relationship management (CRM) system across the company's offices worldwide.

Bibby Financial Services specialises in providing cash flow funding for small and medium sized businesses and has an annual client turnover of more than £3.4 billion. The new system will enable the financial services company to manage its new business strategy more effectively and helping it to achieve its business objectives.

The investment in a next generation customer relationship system, based on Microsoft Dynamics CRM, will make it easier for the company's staff to target, capture and analyse customer information across the global organisation. The system will bring local language support for its marketing, sales and customer support staff and seamless integration with the core business applications they use every day to interact with customers.

Rashpal Kullar, group IT director for Bibby Financial Services, said, "Previously, we were faced with a disjointed approach to managing customer interactions, due to the different CRM applications, the number of languages that would have to be supported and the territories that we cover. The company embarked on this project last year to move its disparate CRM systems to a single system."

"With the new system we will be able to get a single view of all our customer interaction with one consolidated report. The amount of time taken to generate customer management data will be reduced and our marketing and sales teams will have faster access to quality information and trends in the market," continued Kullar.

The proposal is for ConsultCRM to implement the system in a phased roll-out; the first stage covering Bibby Financial Services' operations in Poland, France and Germany, the second phase covering Australia, India and the UK, while the final phase will cover the company's US and Canadian office.

Bibby Financial Services evaluated multiple options for the new system including hosted CRM solutions. Kullar added, "ConsultCRM provided us with expert guidance on what would best fit with our business and future requirements. The new CRM system will be integrated with our existing financial systems, ensuring that we gain the greatest efficiency for our employees."

"In the current economic climate, the approach that companies are taking around managing their customer interactions is increasingly important, as keeping customer relationships strong is a key priority," commented Paul Caudell, CEO at ConsultCRM. "Most large organisations have multiple touch points to the customer and by joining up those various interactions they can gain real insight and improve the overall customer experience. Building the right CRM system that integrates easily with existing processes and workflows is an area where we are seeing increasing investment."

### **About ConsultCRM**

ConsultCRM Ltd. provides companies with integrated customer relationship management solutions that enable them to increase sales success, measure marketing campaigns, ensure efficient customer service processes, better connect with customers, and make more profitable business decisions.

Based on over 80 years of cumulative experience in implementing CRM systems, ConsultCRM understands the business requirements that customers face around managing interactions with customers. The company provides integration expertise around CRM and back office enterprise resource planning systems, accounting, order processing and telephony systems to ensure that customers get a seamless experience when it comes to managing their interactions with customers and other contacts.

ConsultCRM is a Gold certified, Tier One Microsoft CRM partner. More information is available at [www.consultcrm.co.uk](http://www.consultcrm.co.uk)

## **About Bibby Financial Services**

Bibby Financial Services is a market-leading specialist in the provision of a range of business cash flow solutions to small and medium sized enterprises. Its product portfolio includes invoice finance, export finance, trade services, asset and lease finance, construction finance, recruitment finance, bodyshop finance and a range of business support solutions across a wide range of industry sectors.

As a global services provider, Bibby Financial Services has a network of 16 operating units throughout the UK and Ireland, and also has companies in Germany, Poland, France, the Czech Republic, Slovakia, USA, Canada, Australia and India offering a local, fast and flexible approach to servicing clients.

Unlike many other institutions and banks which are tightening their belts to cope with the current economic climate, as the largest independent invoice finance provider in the UK, Bibby Financial Services is very much open for business. It is on hand to provide flexible cash flow funding solutions and is currently helping more than 3,000 businesses, handling client turnover of more than £3.9billion and advancing over £300million to help small and medium-sized firms realise their potential.

Bibby Financial Services is owned by the Bibby Line Group a business-to-business services group involved in ship-owning and operation, shallow water accommodation, offshore oil field services, contract logistics, financial services, memorial parks, employment law and health & safety advisory services, and retail. The company was founded by Liverpool entrepreneur John Bibby in 1807 and has its head office in Duke Street, Liverpool.

For more information, visit [www.bibbyfinancialservices.com](http://www.bibbyfinancialservices.com)

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