



Case study: Clear Communication Synergist: providing excellent ROI

The background

Clear Communications is a B2B marketing consultancy. Specialising in *through-marketing*, it caters solely for the particular needs of clients who market through third-party influencers such as distributors, dealers, resellers and specifiers, whether in the UK, Europe or worldwide. Clear offers strategic advice and cost-effective implementation in public relations, promotions, design, advertising and direct & digital.

The challenge

In 2007, Clear already had an agency management system in place but staff were finding it clunky to use. What's more, time sheets were difficult to fill in and there was no interface with Sage so sales and purchase invoices had to be entered twice, leading to possible errors.

With these issues in mind, the agency took the decision to look for something better, so Managing Director Julie Clare started exploring other options.

During her research, she came across Synergist and contacted Express Systems to arrange a demonstration. She was highly impressed by what the system had to offer. "It's just amazing," said Julie.

The solution

Within a year of going live at Clear, Synergist had already proved itself to be highly successful. Julie said: "Synergist has transformed the running of this agency and greatly increased our profitability."

One of the biggest benefits they've found is in Synergist's reporting capability. The whole system is so simple to use that the reports they can produce are meaningful and useful. Time is really easy for the staff to record which means it is recorded more accurately.

Another huge advantage is that it's helped with capacity planning and staff utilisation. Clear has been able to reduce over-servicing considerably.



Synergist has also proved itself on financial matters. “It has really enabled us to keep track of costs,” said Julie. One problem that Synergist has helped to eliminate is any potential for missed charges. They occasionally used to find costs on jobs they hadn’t accounted for, such as invoices coming in months later. This doesn’t happen with Synergist. The fact that it links into Sage has saved them a great deal of book keeping time too.

Synergist has also enabled them to improve their quoting. And thanks to its complete solution to job management, the account teams can now do the invoicing on the system.

The service

The agency has found the standard of service to be very high too. “Synergist seemed head and shoulders above the rest but what we didn’t know was how absolutely fantastic the after-sales service would be. The Synergist help desk and Jay at Express Systems are brilliant.”

The results

Julie is convinced by Synergist’s real effectiveness. “In my opinion, Synergist more than paid for itself within the first year.”

Want to hear a customer’s point of view?

If you’re considering a computer-based job costing system and you’d like to find out more about the benefits of Express Systems and Synergist from a customer’s point of view, Julie Clare would be happy to talk to you. Please call her on 01666 501110.