

# A bespoke CRM solution for a global business group

A new system boosts customer relationships for a hydraulic tools company



Hi-Force is the UK's leading designer, manufacturer, and supplier of hydraulic tools. Catering to a wide variety of industries, the product range comprises over 2,000 products including hydraulic cylinders, pumps, jacks, torque tools, bolt tensioners, hydrotest pumps, puller kits, crimpers and cutters, nut splitters, flange spreaders, Toughlift jacking systems, and other industry-related hydraulic tools.



 [hi-force.com](https://www.hi-force.com)

## CHALLENGE

### Different offices, different needs

Hi-Force needed a quick and easy CRM system for their sales team to use. Different offices had previously been using different systems and software to manage data, making it impossible for colleagues to work across the business with a single set of customer data. Reports were having to be pulled together from numerous different sources, which was unclear, unsafe, and impossible to manage. A solution was needed which would also enable managers to access real-time information and provide the senior team with an overview of business performance.

## A bespoke solution to suit all parties

Using Ninox, the team at Hi-Force have been able to create a bespoke CRM system that works across all nine companies in the group and the head office. With 50 'in-the-cloud' licences, the database can be accessed by office staff and through iPads and iPhones wherever the sales team are working.

Some key features include a database that's capable of operating across different business units in different countries, an integrated quotation system with KPIs, translation into different languages for different regional offices, and management action buttons that are only visible to senior staff.

### Key Features

- ✓ Customer care and management
- ✓ Central data storage
- ✓ Data management

### Benefits

Adopting Ninox has been hugely beneficial to the business, introducing complete uniformity across the group, delivering noticeable time savings and efficiencies. Customer data is now secure and the additional details have been added and securing customer data that is constantly updated in real-time.

An integrated quotation system has been developed which monitors and manages customer relationships, while additional data is also now stored in the platform, including price lists, absences, travel mileage, and other fundamental business data requirements.

The sales team loves using the new platform and appreciate its simplicity and the ability to access it from wherever they are working, allowing them to work on-the-go when needed. With instant reporting, senior teams are able to manage and monitor activities across the business.

2000

products

1

company

1

solution



We now have a single, easy-to-use system globally. Our CRM system provides a translated user interface for each location.

Mar Noordhoek  
Managing Director

## Get in touch

**ninox**

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Ninox is a collaborative, cloud-based platform for business teams. We empower users to build business applications and automate back office workflows with drag and drop tools.