

CASE STUDY - CUBIKS



The Customer

Cubiks is a specialist human resources consultancy within the PA Consulting Group, which provides online solutions for personnel selection, development and reward management. The company operates in 15 countries, acting for a broad range of multinational blue chip organisations.

The Challenge

The challenge was to implement a CRM database for use on an international basis. The key project drivers were commercial and the Cubiks' system needed to provide the following requirements:

- **Better understanding of clients and global integration of sales and marketing.**
- **Smoothing out administration processes**
- **Simplifying and expediting the sales forecasting process.**
- **Real time, universal access across the company to a single, integrated contact database**

"The ASAP Project Team took the time to understand what we did, to understand who the key people were, and to understand their needs and anxieties."

Barry Spence, CEO, Cubiks.

The Value of the CRM solution

The ASAP solution was a customized version of GoldMine, their CRM contact management product. The new CRM system was installed and rolled-out across Cubiks' European network and has delivered 5 key benefits:

1. Improved automation of processes such as forecasting and sales planning for all Cubiks staff from regional heads to individual consultants.
2. Improved transfer of cross border information to ensure fast and effective response rates to customer enquiries worldwide.
3. Better prioritised and targeted activity planning through quick filtering and sorting
4. Automated reminder facilities for upgrades and additional services.
5. Improved targeting for sales activities, creating opportunities for leverage and cross-selling.

Key Success Factors:

- **Design**
- **Buy-in**
- **Training**
- **Support**

The ASAP Factor

The success of the project depended greatly on the ASAP approach and the skills of their consulting team. Not only did ASAP focus on Cubiks' business needs during the proposal process, but the one-day seminar they organized was highly valued and effective. This client-focus also extended to training and support.



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