



CAPITAL TRANSPORT - Case Study

TRANSPORT INDUSTRY
MICROSOFT DYNAMICS CRM

Company Description

Capital Transport is a wholly owned Australian business, operating successfully across four states including: Victoria, New South Wales, Queensland and Western Australia. We provide flexible, client-focused transport and 3PL services complemented by industry leading technology to various businesses across Australia.

Capital Transport has enjoyed strong growth in recent years due to its commitment to exceptional service using a flexible, solutions-focused approach. They provide a range of transport services and delivery options and nationally their expansive fleet incorporates over 780 vehicles. These vehicles range from motorbikes for CBD courier services to semi-trailers and specialised vehicles.

Situation

- Strong national growth over the last 3 years identified limitations of the old system and the need to move to a platform that would continue to evolve with the business, while ensuring expansion locations could work with this single view approach of their client base.

Solution

- Working with JayThom, Capital Transport have been able to leverage from the Dynamics CRM core components while building areas specific to their requirements with minimal development time and cost involved. This includes sales processes specific to the type of sale being pursued e.g. quick transactional sales or tender proposals with long timelines and intricate requirements. With Phase 1 now complete, Capital Transport can start to plan for the future with the understanding that the platform will more than cover any requirements they may have.

- Reporting is critical to Capital Transport's analysis of the data captured from the national sales team and the ability to identify and proactively act on trends is important to the evolution and growth of Capital Transport's business. The standard and ad-hoc reporting provided by Dynamics CRM has been very good but the area that has provided the most comprehensive analysis of data has been the ability to export data to an Excel Pivot Chart. This is a standard functional element of the solution, and the reports they extract from this simple export process is comprehensive.

Benefits

- The management team at Capital Transport fully understand the Corporate knowledge the CRM solution manages.
- Committed to ensuring the best practice delivered to the business by high achievers can be easily captured and distributed throughout the organisation. This includes consistency in regards to their sales process, activity management and the way in which they continue to nurture their partnership with clients into the future.
- Capital Transport now have a CRM solution that will evolve with the business along with a proactive partner that they can work with to continually gain the most benefit for their organisation.



"We had been working with JayThom for many years and their expertise with the solution along with their understanding of our requirements made the implementation process a very smooth and seamless one, this included the migration of data from our legacy system."

Brett Arthur
National Sales Manager
Capital Transport

1300 885 279 • info@jaythom.com.au • www.jaythom.com.au