



## Food From Britain Streamlines Processes With Pro-7 Record Management Software

*Pro-7 software automates core business processes and enables tracking of relationships at a people level rather than an organisational level.*

Food from Britain, the Government-backed market development consultancy for the British food and drink industry, has placed an order with ProTech Computer Systems for its Pro-7 record management software with an initial order value in the region of £40,000. Pro-7 will enable the organisation to improve communication with clients, members and prospects by recording all activities, transactions and correspondence in one central knowledge base.

Harold Forbes Interim Head of Marketing Services, at Food from Britain, says, "With Pro-7 we will be able to manage all of our key business functions using one central database, including membership subscriptions, marketing, document management and event management. The software will enable us to automate core business processes, which will help to drive down overheads within the organisation as a result of less manual data entry. We will also be able to keep track of relationships at a people level rather than an organisational level which is vital when you have multiple contacts within one organisation."

He continues, "Pro-7 provides us with a much quicker and easier way of capturing data about clients, members and prospects, and because all staff are working from the same central repository of information there is better visibility of all correspondence that has taken place. This helps us to co-ordinate an efficient and effective communications programme with our target audience - avoiding, for example, duplicate mailings to the same organisation - which will result in a fast return on our investment."

The implementation of Pro-7 will also help Food from Britain to effectively manage the complex relationship with the 200 members of its FFB Fast Track scheme - an initiative that provides companies in the UK food and drink exporting community with priority access to a range of services. FFB Fast Track members are also given back a proportion of their membership fee in vouchers, redeemable against a wide range of Food from Britain services. Pro-7 will streamline the management and administration processes associated with the Fast Track scheme, helping members to reap the benefits of this initiative.

Food from Britain has also purchased the Events

Management module which will help the organisation to plan and co-ordinate events and exhibitions that it runs on behalf of its clients and members. In addition, Food from Britain will be using the Committee module to facilitate a regular means of communication with its Council members.

Forbes explains, "We have a near 20-member Council which oversees the business activities of the organisation, which effectively means we have 20 non-executive directors who all need to be kept informed of what is going on within the business at any time. Pro-7 will allow us to generate and distribute timely management reports which provide our Council members with a snapshot of performance across our different business areas."

Pro-7 was chosen ahead of competitive offerings following an extensive review of CRM systems on the market. Forbes says, "The CRM products that we looked at were primarily sales-driven products. However, our key driver was not to generate revenues from the system, but to improve our communication with members and clients in order to strengthen relationships, improve service and create long-term loyalty. We were impressed with the broad functionality of ProTech's record management software and it became very apparent that this was the type of product that we needed to help us grow the business."

As well as offering wide-ranging consultancy services, Food from Britain has been specifically commissioned by the Department for Environment, Food and Rural Affairs (DEFRA) to help British companies, especially small and medium-sized businesses, to export their food and drink products. Food from Britain has also been given DEFRA funding to promote British regional food and drink.

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