



Kerridge Commercial Systems supplies advanced integrated IT solutions to the distributive trades

Focused on Distributive Trades Sector:

- ▶ Wholesalers
- ▶ Distributors
- ▶ Merchants
- ▶ Retailers

Offices in:

- ▶ UK
- ▶ Ireland
- ▶ The Netherlands
- ▶ South Africa

Over 320 Staff

Over 700 Customers

Used in over 5000 locations

Founded: 1975

Head Office: UK

“We have found Maven TM to be flexible, responsive and creative – but more importantly than that, they continue to deliver great results”

Matt Stapleton
Kerridge CS

Introduction

In business for 40 years, Kerridge Commercial Systems (CS) supplies advanced integrated business solutions (ERP) to the distributive trades, designed to meet the specific needs of this industry to companies of all sizes.

Kerridge CS complement the K8 software solutions, with a range of supporting and managed services, and is Oracle Gold Partner and Microsoft Partner.

Project

Kerridge CS were looking for an outsourced lead generation company to increase the sales pipeline for its ERP solution within the Irish and UK Markets and ultimately, increase sales.

After researching the market, Kerridge CS selected Maven TM. This was primarily due to Maven TM's focus on, and skills in, dealing with B2B complex technology sales, its experience with a range of ERP solutions and providers, and also their knowledge, and track record, in the UK & Irish markets.

Following a successful pilot campaign, the relationship has grown into a long term partnership with regular campaigns into the UK and Irish Market.

In addition to lead generation campaigns, Maven TM has conducted event campaigns focused on getting the right audience to Kerridge CS product demonstration events. Maven TM has conducted campaigns for both Kerridge CS Ireland and Kerridge CS UK simultaneously.

Results

- ▶ Maven TM has provided Kerridge CS with qualified leads within the automotive, distributive, manufacturing and wholesale industries resulting in a very healthy sales pipeline.
- ▶ During the Event Telemarketing Campaign, the quality of Maven TM's targeting of the right individuals was proven when Kerridge CS closed a significant deal with a new customer in just a month from an invited attendee to their event.
- ▶ Throughout all activities, Maven TM have continued to provide leads that Kerridge CS develop into significant opportunities and sales.
- ▶ Maven TM's demonstrable ROI has been a decisive factor in Kerridge CS continuing to discuss possible future campaigns.