

ProStrategy enables Tennent Caledonian Breweries

Customer @ Heart Transformation



Introduction

Tennent Caledonian Breweries Ltd. (TCB) is Scotland's pre-eminent brewer. Based in Glasgow, where it brews an industry-leading portfolio of beers led by the iconic Tennent's Lager and Caledonia Best – for home and export markets across the world. TCB employs over 600 people across all areas of the business. Since 2009 it has been part of C&C Group plc, the company behind the successful international Magners cider brand. With a thriving growing enterprise, the TCB team wanted to improve its overall approach to customer experience, in line with the company's wider Customer @ Heart Strategy.

To better serve Scotland and its 4,000+ customers (pubs and bars), TCB's field sales teams wanted to spend less time dealing with operations and financial issues when visiting clients; and spend more time discussing new opportunities, closer partnerships, and different product lines.

So when it was clear that a more streamlined approach to customer information management was needed, TCB turned to its trusted IT partner, ProStrategy, for a bespoke Microsoft Dynamics-powered CRM sales and marketing platform – to replace its obsolete and inefficient data systems.

The Problem

Despite the size of TCB's market, a significant amount of customer information (including data relating to over 500 product lines) was managed across multiple systems and manually through Excel. TCB's sales team of 40 – which spans the whole of Scotland – were also using a fairly basic app setup to record client notes for all of its customer interactions.

As a result, the sheer amount of time spent processing and coordinating orders was huge – especially when there were peaks in customer interest. Plus, as TCB offers so many different brands, the associated costs of sales and administration continued to be high.

Whilst these legacy processes were well-established, they were not efficient – and did little to progress TCB's (and C&C's) vision to lead the drinks sector from a digital standpoint.

It was clear that TCB needed a set of tools that could support its Customer @ Heart Strategy – to give the entire organisation a 360-degree view of each client, streamline sales and marketing activity, build on its successful track record, and make it easier for customers to engage and trade with them moving forward.

"The core functionality of Microsoft Dynamics CRM means that we can customise the system to how we like to work. The interface is user-friendly and has a familiar format to those who use Office 365 which helps with engagement and adoption."

— Andrew Raine-Hann, Digital Finance Manager, Tennent Caledonian Breweries Ltd. (TCB)

The Solution

Working with ProStrategy on previous projects had benefited the wider TCB team. As a result, the team already had a tangible understanding of the scope that TCB was looking for.

ProStrategy built TCB's Analytics Hub and Dynamics 365 for Sales programme, which comprised four core phases:

- ✓ **Vision** – the creation of a vision document detailing the desired business objectives and architecting the core solution components.
- ✓ **Technical Solution Design** – capturing detailed user requirements and specifying how all solution components would be implemented to meet the customer's business requirements.
- ✓ **Implementation** – building out the various solution components and integrating them to provide a seamless user experience and completing end to end user acceptance testing.
- ✓ **Rollout** – a phased rollout including assisting in the implementation of a customer engagement centre of excellence to drive adoption, maximise investment in technology assets, and continually evolve the solution at the speed of the business.

At the heart of the solution was a customer data model, hosted in Azure SQL database; which combines structured trading information from the

ERP, as well as service performance information from the CRM and market intelligence from multiple external sources – all combined in a single source to enable the creation of analytic insight.

The improvements here were wide reaching. For example, field sales representatives who have previously spent large amounts of time on low value activities – such as information requests and paperwork – can now access all customer information, gain analytic insights and initiate actions from their mobile CRM application giving them more time to focus on doing what they do best: high-impact market-making.

TCB has always been aware that one of its unique selling points was its unrivalled and intimate knowledge of the Scottish on-trade market. However, the company had struggled to leverage this to any strategic advantage.

Now that customer data is instantly accessible in a structured analytics application, that knowledge has been transformed into a much more powerful information asset.

Ultimately, it will allow TCB to better serve its customer in a more efficient manner – and drive increased performance in the market.





The Microsoft Partner

ProStrategy is a Gold Certified Microsoft Partner and recognised as the leading partner in Ireland for Microsoft Dynamics ERP, CRM and Analytics solutions. Since 1985, ProStrategy has been helping businesses to streamline their operations and gain deeper insights into their business processes.

To do this, the company brings over 30 years' experience of the industry and world-class software to the table. ProStrategy's success to date has been built on an impressive track record of high-quality service delivered to a diverse customer base. The team has replaced, upgraded and implemented Microsoft Dynamics and Analytic solutions across a broad range of industries for some of Ireland's leading brands as well as establishing itself on the international scene.

All of this is backed by a team of over 60 highly skilled consultants who have an average of 10 years' experience each – ensuring a successful return on your technology investment. Their focus is to empower businesses to make better decisions.



The Result

ProStrategy's work has been very well-received following internal demonstrations. Feedback from the senior sales team on how visible the data they needed – from pricing and volume to client account status – has been very positive.

This information alone would usually take a couple of days to collate, so being able to pull reports and information together quickly has bolstered confidence in what the system can do.

However, it has yet to be used in practice. Rollout has inevitably been hampered by the COVID-19 lockdown, and all pubs and bars have been closed too. However, as drinking establishments start to reopen, TCB will be in an advantageous position – able to help its customer base get back up and running – adding value with every customer engagement.

As the new system integrates data from multiple sources and applies analytics to generate customer intelligence, product and sales performance insights, TCB can now make better informed data-driven decisions – using one centralised portal.



The reduction in resource contribution is estimated to be roughly a 40% time saving for the sales admin team. As a result, they'll now have a much greater capacity to support the sales team and more time to provide customer care.

As the entire system is scalable, it can grow at the same speed as the business, helping the team manage customer requirements and easily manage spikes in sales orders as well as distribution.



"ProStrategy is very responsive and we've worked with the team for years because they understand our business well. If we have a question, they have a solution – which streamlines how we work in a positive way."

— Andrew Raine-Hann, Digital Finance Manager, Tennent Caledonian Breweries Ltd. (TCB)



Customer information

Customer name	Tennent Caledonian Breweries Ltd.
Customer website	https://tennentcaledonian.com
Microsoft Bizz App Product	Dynamics 365 Business Central / Power Automate / Microsoft Dynamics 365 Sales / Power BI / Azure AI
Industry	Brewery
Company size (FTE)	600
#Users of implemented Bizz App Solution	50
Country	UK



Partner information

Partner name	ProStrategy
Partner website	www.prostrategy.ie
Country	Ireland