



CASE STUDY

Lamberts

Lamberts use prof.ITplus to meet customer service objectives and delivery targets.

Lamberts have been using prof.ITplus since 2013 when they decided to upgrade their business systems to coincide with the company's 50th anniversary, and signal its intention to push on and continue its growth. We spoke with Lamberts to find out about the contribution prof.ITplus has made towards this goal.

"The business is a lot easier to manage now," they commented. "We were using Charisma from 1989 until 2013 and were relatively content with it but once we heard about the power of prof.ITplus we knew it was time to once again use technology to take us up a notch. The abundance of features within prof.ITplus is quite staggering really."



“ Since we found out about prof.ITplus we were keen to take the plunge and it's paid off. ”

Lamberts, Norwich

Data transfer

One of the key issues when moving to any new business management software is the correct transfer of existing company data into the new system. OGL's Data Transfer Team are highly skilled data analysts with the specific knowledge for this type of work.

"We needed to retain seven years worth of invoice history so I needed to be sure that this task was in the safest of hands. I informed OGL how I wanted the old data to appear in the new system and we worked together to extract everything required from Charisma and import it accurately into prof.ITplus.

"The data transfer aspect of the project was a big concern for me so I remember asking lots of questions about this process. I had to have full confidence before committing to such an instrumental change for the business but OGL clearly had a lot of experience and expertise in this area."

About Lamberts

Lamberts is a Norwich-based distributor of lubricants, fasteners, pipeline, tools and safetywear and is a member of the National Merchants Buying Society (NMBS). Established since 1963 the company puts its success down to the loyalty and dedication of a great team and the desire to give their customers the very best service. Lamberts currently employs 44 members of staff and has 17,000 stock lines, 4,000 customers and processes around 800 sales orders per week. prof.ITplus was installed at Lamberts in 2013.

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“The CRM module has a built-in email function allowing us to email over 4,000 named contacts from the CRM database with e-shots about trade days, special offers and useful company information.”

Marketing

CRM manages out-going customer communications as well as housing all incoming communication from the customer by recording all emails relating to the customer on one single screen. This means that colleagues across the company can email customers safe in the knowledge that other colleagues can see what has been said, thanks to the ability of prof.ITplus to recognise an email address, link it to a customer account and save a copy of the email in prof.ITplus accordingly.

Of course other information, including sales enquires, order history and sales ledger is also stored against customers' records meaning staff can deal with customers knowledgeably giving them a great customer experience.

Purchasing

“After bringing prof.ITplus to Lamberts I would say that purchasing is the area of the business that has felt the biggest impact. Our buyers have found prof.ITplus so easy to use and I'm sure it's made their job a lot easier because we have set the system up to generate purchase orders automatically based on stock levels, customer orders and buying trends. With 17,000 stock lines the time prof.ITplus has saved our purchasing team is very impressive meaning they can focus on other business objectives.”

Profit levels

In prof.ITplus, when an invoice is produced, the system will look at the selling prices and compare them to the purchased prices to check profit levels. If pre-set profit margins are not hit, the system will flag the invoice for review. Lamberts commented: “It allows managers to unapprove invoices that don't meet our requirements and gives us the chance to investigate and amend where necessary.” This feature is another way that prof.ITplus can strip hours of manual admin processes from a business and ensure any unprofitable lines are very quickly highlighted and the necessary action taken.”

Learn more ... Our other products & services

One of the key strengths of OGL is that, as well as our BusinessSoftware division, we also have other divisions dedicated solely to the provision of IT Solutions and Cyber Security. Meaning we can take care of your business software requirements

and your infrastructure and security needs. We have many specialists in our IT Solutions and Cyber Security divisions who work seamlessly alongside our Business Software Consultants to offer the full IT package.



Don't just take our word for it...

“It's been great to forge a good relationship with our OGL Account Manager and therefore between our companies. My last software provider would visit, on average, once every five years so this is a very welcome additional benefit to OGL's service.”

Lamberts, Norwich



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