

Finding the right CRM

First 5 Minutes are a fire, safety and evacuation training and compliance company. They have enjoyed considerable success over the past 25 Years and have grown organically over this time. Like many companies in this vein, many of the internal systems used were manual and the technology was disparate and not integrated. This led to inefficient use of administration staff time, multiple entry of the same data and occasionally double invoicing or worse still missed invoicing.

Clarity Business and IT Solutions was engaged by First 5 Minutes to provide business process engineering, business analysis, business requirements documentation and the management of the procurement of a fully integrated Customer Relationship Management Solution. A key element to this engagement was the level of research and options analysis undertaken by Clarity to ensure that only the most appropriate systems were considered across a variety of delivery methods. Both SaaS and in house systems were assessed as well as a completely bespoke system. A full Total Cost of Ownership analysis was completed and used as part of the evaluation process.

Over the course of five months there were a number of interviews and workshops held across the national network of offices involving key people within the sales, contracts, training, design and compliance areas of the business. This resulted in the development of seven new major business processes that covered the entire operations of the company. The business requirements for the new system were drawn from the process document which enabled an efficient procurement process based upon clear, concise and well documented business requirements. The business requirements specification was so comprehensive that First 5 Minutes was able to reduce the successful vendors quote by \$9000 which was the amount quoted for the delivery of a BRS by the vendor.

The new processes will result in a 30% - 60% efficiency gain across all administrative functions. First 5 Minutes are very enthusiastic about the delivery of the new system and the expected Increase in efficiency for their business.



Clarity Business Solutions processes and documentation also greatly supported change management and ownership of the defined system specifications within our business...

Alex de Waal –
CEO First 5 Minutes



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