

Tradesoft

Flexible change yields big results

Established in 1996, Tradesoft Business Services is an innovative software developer, focusing on mission critical & scalable solutions for the financial services industry as well as one of the leading CRM, ERP and cash register systems implementation consultants in Turkey and the neighboring region. Tradesoft also builds and operates state-of-the-art ICT infrastructures and is one of the first providers of application outsourcing in the Turkish market. Tradesoft's strategic business partners include Microsoft, HP, NCR Radiant, Oracle, Partner Power, Ordina N.V., 4PS, Vodafone, and Turkcell.

"We had a very successful project with Renoir; while they are not software development subject matter experts, this did not show during our project, as their project management structure and change methodology was sufficiently flexible to enable our success"

Mehmet Özgür GENÇ, Ph.D.

**SVP Consultancy Services
(& Management Action Team
Chairman)**

Key Results

20% increase in sales activities across all divisions

Alignment with organisation and clear roles and responsibilities

ANALYSIS

Tradesoft engaged Renoir for an initial Analysis to explore opportunities to support them in achieving their aggressive EBITDA growth targets. Following the 4 week Analysis, two areas were highlighted as offering the biggest opportunities for improvement: Sales and Innovation. The overall project target was set for a 20% uplift of sales activities, supported by strong innovation and development processes.

PROJECT APPROACH:

A client Taskforce covering both work streams – Sales and Operations - was trained and deployed to conduct workshops aimed at creating awareness of the problems and create a mind-set shift change leading to a continuous improvement culture.

The Sales work stream utilized a Tradesoft CRM system to ensure consistency in applying redesigned processes and performance management monitoring tools and to build a strong, historical sales activities data log.

A lost 'cold call' and proposals library was created and root cause analysis principles were implemented to determine the issues and inaccuracies within their processes ensuring that corrective actions were taken quickly. RACI development and individual KPIs created clear role definitions, responsibilities, and enhanced performance management.

The Operations work stream focused on defining and implementing a comprehensive suite of cascading KPIs covering task management, financial results, workforce productivity and utilisation, HR and support.

Management review meetings were developed to review the new Sales and Operations performance related KPIs covering all levels, resulting in the execution of cross-functional solutions. Appropriate managerial controls were implemented to drive fact-based decisions, based on variances of the sales funnel, impacting plans and budgets. Personal, real time KPI dashboards were installed within the CRM system, enabling on-going oversight with short interval control and quick feedback loops.

The pre-sales process was also optimised for efficiency and effectiveness. RACI development and integration with Sales and Operations processes were clearly defined, along with redesigned workflows, to ensure smooth flow of information and removal of avoidable miscommunication.

World Leaders in Sustainable Change

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“I have never once regretted the decision to engage Renoir to deliver these important changes to my business.”

Zane Fulljames
Chief Executive Officer

To ensure ownership and sustainability of the increased performance, all stakeholders were trained, appropriate operating procedures and a Skills Matrix were developed and all models transferred to the Management Action Team.

Finally, all developed and installed items were collated into a thorough audit process, by which Tradesoft are able to track and safeguard the project achievements for continuing sustainability.

In addition to achieving the key Sales improvement target, a number of softer improvements will help ensure sustainability and continuous improvement:

- Enhanced interfaces in the pre-sales and post-sales process
- Improved communication between Sales and Operations to ensure compliance of plan and better results delivery
- Comprehensive KPI suite, providing clarity and objective insight at all levels into
- traditionally intangible ‘creative’ areas
- Closed-loop continuous improvement system based on regular and structured management review, plus systematic root cause analysis
- Learnings are captured at all levels

“With the help of scientific tools we are now able to identify our problems without digging into too much unnecessary detail; and keep our corrective action plans sustainable with adequate audit mechanisms.-
Ayberk KUDAY - SVP Technology Services

THE RENOIR GROUP

Renoir Consulting is a world leader in sustainable, implemented change. Founded in 1994, Renoir has offices located in North and South America, UK, Europe, Turkey, Middle East, Southern Africa, India, Pakistan, China, South East Asia and Australasia. With over 350 fully employed and highly trained consultants, their work across a wide range of industry sectors gives them a broader perspective of the issues facing your business, allowing them to be sensitive to your unique challenges, culture and specific business issues. This cross-pollination ensures truly effective, rapid and sustainable solutions.

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