ConnectWise Success Story

How Fred IT Became One Of Australia's Market-Leading Companies

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FRED
IT GROUP

About

- Australia's leading dedicated provider of business and professional solutions to the retail and pharmacy industries
- More than 3,000 business customers across Australia
- More than 200 employees working in offices in Melbourne, Sydney, Brisbane, Adelaide, and Perth
- Ranked #25 by BRW in the 50 Most Innovative Companies 2014

Vision

Innovation and leadership in IT, creating safer healthcare for all Australians and contributing to the business success of our customers.

Challenge

With a home-grown system that kept information isolated and disconnected, Fred IT struggled to manage its customer sales and support records.

Solution

Moving everything to one unified system improved visibility and the functionality of sales and customer support. The relationship they developed with ConnectWise gave them a trusted advisor to rely on for answers to their IT support needs and freed them to drive innovation further, faster.

Fred IT, an Australian-based, 24-year veteran of IT services in retail pharmacy, knows what it feels like to quadruple in size nearly overnight. As the company grew, its disconnected systems made it increasingly difficult to manage its data and service the needs of its customers. "At the time, we had a home-grown Client Relationship Management (CRM) system, but continuing to modify it for our evolving purposes made less and less sense the larger we grew," recalls Tony Johnston, Fred IT's Chief Financial Officer.

Systems That Don't Sync

Fred IT's databases were overflowing with information, but there was no cohesive knowledge base. Information couldn't flow between isolated departmental systems, and trying to access vital customer data was becoming a challenge.

"The system we built in-house was designed to respond to customer support calls," explains Johnston. "Customer solutions deployment was all outside the system in spreadsheets because in-house no one had time to develop or build a viable strategy we could use to move forward." If things continued that way, the company was concerned about maintaining the integrity of their service delivery.

Solutions That Create Opportunity

Fred IT turned to ConnectWise to provide an extra layer of service for its customers. By pulling everything into a single system, Fred IT received transparency into every aspect of its business. It could now identify quotes that hadn't progressed, then follow up to learn why. Before ConnectWise, they didn't have the visibility to do that.

Company leaders can create dashboards that monitor key aspects of the business, and hold accountability to SLAs by using predefined workflows. Each employee has just the right amount of visibility to ensure they can do their jobs efficiently.

ConnectWise service boards have also helped increase visibility by department. "Account inquiry problems are the most time-consuming. But thanks to ConnectWise service boards, complaints can be processed and resolved faster than ever before. Overall, the speed and efficiency of communication between internal departments is much better," says David Kerr, National Sales Manager, Fred IT.

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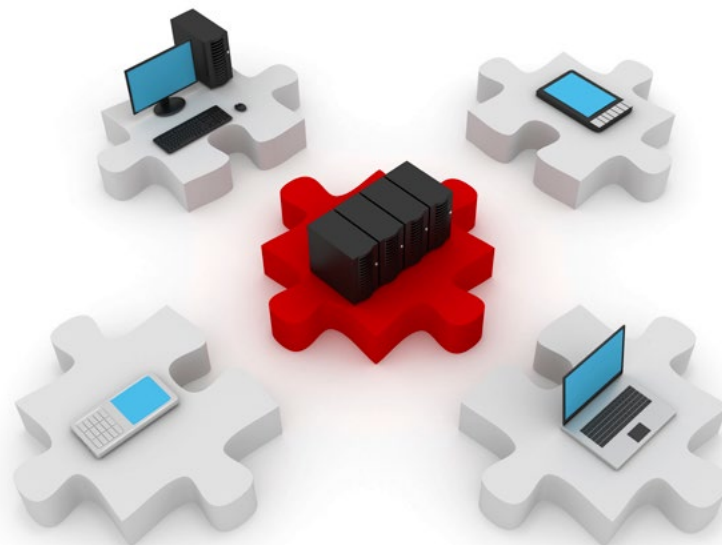
Processes that Create Healthy Operations

With 200 employees and multiple locations across Australia, Fred IT was focused on creating standardised business processes and holding accountability to those processes. Once they exchanged their separate systems for ConnectWise, they freed themselves to build efficient processes that made sense for the way they operate.

"Rather than struggling to solve all service requests as they go, our business development consultants can now listen to our customer's need, show understanding, and then move the enquiry over to the customer service team. Everyone knows what they're supposed to do because there's now a start-to-finish process defined," says David Kerr.

ConnectWise also allowed Fred IT to police process standardisation. Smart workflows and dashboards gave management the visibility they needed to keep the company on track. "Having defined processes really reduced the likelihood of anything falling through the cracks," explains Fred IT's Byron Mitchell, General Manager of Business Development. "We can actually measure the increase in customer satisfaction now. We couldn't do that previously."

Integrations That Speed Service Delivery

Soon after implementing ConnectWise, Fred IT identified needs in the areas of remote monitoring and management as well as quote and proposal automation. IT decided to fill those gaps with LabTech and Quosal, which both integrate seamlessly with ConnectWise.

"LabTech enables us to scan retail locations to see what systems they're using. If a store calls to request an operating system upgrade, we can look in LabTech to see how many machines they have, what they're currently running, and then quote alternatives. That visibility allows us to deliver complete quotes the first time," explains David Kerr.

"For a long time, we managed our quotes out of a complex Excel spreadsheet, but we outgrew it. Quosal brought us the quote and proposal automation tools we needed to keep growing."

Fred IT can now track something from campaign to billing, seeing all the intermediate steps in sales, deployment, customer support, and billing. "You can see the flow. You can see where an issue is, cradle to grave," explains "explains CFO, Tony Johnston. With everything working from one system, nothing falls through the cracks.

A Relationship that Fuels Growth

ConnectWise did more than consolidate and integrate Fred IT's business solutions. It gave them the kind of relationship and support system they could count on to help them achieve their goals.

"From day one, ConnectWise has been interested in making our business better. That interest has flowed through to Quosal and LabTech, which has given us tremendous support and value."

With a massive increase in growth, incorporating ConnectWise helped Fred IT focus on innovation and growth. Today the company's flagship product, Fred Dispense, holds 50 percent market share. Now Fred IT is looking at more ways to be pioneers in eHealth initiatives, including through its new cloud solution, Fred NXT. "For pharmacy, this means freeing pharmacists up to spend more time with their patients, rather than trying to become IT experts," explains Byron Mitchell.

This passion and dedication certainly pays off. Fred IT was honoured as one of Australia's most innovative companies, coming in at number 25 on the 2014 BRW 50 Most Innovative Companies list.

"We are delighted to be recognised alongside Australia's most innovative companies," says Johnston. "Fred was born out of the vision of innovating as a means of making things easier for pharmacy, and this motto remains central to our operations and to how we partner with our clients."

About ConnectWise

ConnectWise is a cloud-based business management platform designed for companies that sell, service, and support technology. The platform fully integrates business process automation, help desk and customer service, sales, marketing, project management, and business analytics that organise and streamline a company's operations. Today, more than 600 IT and technology companies across Australia and New Zealand rely on ConnectWise to achieve greater accountability, operational efficiency, and profitability. ConnectWise also gives its users access to a powerful network of people, ideas, and solutions from across the globe. Based in the US and a veteran in the technology services industry, ConnectWise has been the premier business management platform for technology companies for more than 15 years.

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