

Best of breed CRM system to help drive Nigel Wright growth

Earlier this month Nigel Wright updated its CRM software across the business. Following an internal review last year, Nigel Wright began a search for a 'best of breed' CRM system which would support sales activities as well as facilitate its international expansion. Salesforce was selected as it presented as being the most 'commercially focused' product on the market that would help Nigel Wright to maximise its relationships with current and potential customers.

Some of the key features that Nigel Wright is seeking to take advantage of include the inbuilt forecasting tool, robust approval processes for project management and the 'chatter' function that will allow greater communication and collaboration between its employees across Europe. Group Head of IT John Huggins commented that Salesforce will *"ensure that our teams spend less time on administrative CRM tasks and more time selling."*