Since their establishment back in 1975, Springpack have since become one of the most reputable providers of packaging products in the UK. sales-i has equipped them with the tools needed to continue the company’s growth.
Since their establishment back in 1975, Springpack have since become one of the most reputable providers of packaging products in the UK. With thousands of product lines that range from protective packaging and cartons to tapes and adhesives, the company has also proudly diversified into other related industries.

The business now has its own national distribution centre based in leafy Worcestershire complete with onsite manufacturing facility and the capacity to stock over 4,500 pallets at any time.

"sales-i has been great since our very first dealings, the system in truly excellent and we couldn’t imagine life without it!"

MATT TRIGWELL
SALES & MARKETING TEAM LEADER

THE CHALLENGE

The packaging supplies industry is one where competition can often be fierce, with customers often relying on the lowest available price to dictate their loyalty.

This was something that Springpack’s Sales & Marketing Team Leader Matt Trigwell was only too aware of: “Identifying which customers had stopped buying from us and identifying where customers had stopped buying just a few of the products they took from us was a regular problem, not without spending hours digging into our customers’ history. Sometimes an account can be up on spend overall but they have stopped buying 1 or 2 lines.”
As the company continued to grow, Springpack were also looking for a solution that would make the level of information they needed visible to their employees: “We didn’t have a system that was visible to the whole company.”

It was in early 2015 that the team at Springpack first discovered sales-i and Matt was convinced of the benefits it would bring to the company: “We saw a demo of sales-i and I thought it was excellent. It’s very user friendly and flexible enough to do exactly what we needed it to do.”

Despite only having used sales-i for a year, Matt believes it has made a marked changed to the team at Springpack: “The enquiries in sales-i have really helped us to pinpoint the exact customers that may have left us for a competitor and which products they have stopped buying. We can then start to work to rectify this.”

The team have been actively using Campaigns to drill through their data and uncover which customers could be buying a larger share of their product mix from Springpack, rather than their competitors. “The fact that sales-i is entirely Cloud-based has really helped our reps out on the road during their meetings.”

With the help of sales-i, the team at Springpack is now enjoying the increased level of customer insight that the system is providing. Armed with this level of information, they’re able to work more intelligently and continue to exceed their customers’ expectations.

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#SELLSMART

Our sales performance tool makes every call more personal and more profitable, effortlessly turning any good salesperson into a great one.

Request your demo today at www.sales-i.com