

DOMO Collections

Domo Collections Fosters Growth with FrontRange GoldMine Premium Edition

Customer Profile

DOMO Collections

Industry

Retail

Location

Melbourne, Australia

Involved Partner

Total CRM

Solution

GoldMine Premium Edition
iGoldMine

Business Benefits

- Ability to manage and track all customer correspondence
- Greater transparency throughout the organisation
- Creation of a diary system to track deliveries
- Greater provision of after sales care and service to customers
- Management of customer inquiries logged on the company's website
- Greater access to manage direct marketing campaigns

Customer Summary

Domo Collections, an importer and retailer of original and high quality European furniture, has operated in Australia for almost 25 years.

Having commenced operations in 1984 under the company name Grange Furniture (Aust) Pty Ltd, the business entered a new era of expansion in late 2003 and re-launched to become Domo Collections (DOMO).

The company has grown exponentially since its inception. DOMO now has a total of 50 employees throughout Australia, with its head office and a warehousing facility based in Melbourne. Having originally only partnered with one furniture provider, Meubles Grange in France, the company has since included numerous other product lines from Europe, introduced over time to meet changing consumer demand.

Each of the brands DOMO now works with specialise in a particular segment of the furniture market, and complement the original offering that helped launch the business in 1984. Before a collection is added to DOMO's extensive portfolio, it must prove to be original, represent superior quality and value, and be of a standard that can be unconditionally guaranteed against faulty workmanship. DOMO has moved from traditional to contemporary and now includes outdoor, working across bedroom, dining and office, each with its own individuality of style.

DOMO currently has four fully owned stores throughout Australia located in Melbourne, Adelaide, and two showrooms in Sydney. The company also operates a series of concept galleries in partnership with major retail outlet, David Jones in Melbourne, Sydney and Brisbane. In line with the company's steady growth, it also plans to open a store in Queensland, as well as a second store in Melbourne in 2009.

"By having exposure to, and control of, all customer correspondence, past and present, we are able to make better informed decisions about growth in the company. GoldMine has helped us identify opportunities for growth and justify our decision to open new stores"

Debra Treloar,

Data Integrity Manager, Domo Collections

Challenges

As a company that has enjoyed continued and steady growth since its inception, DOMO required an effective means to efficiently manage contact information for all of its key stakeholders including customers, suppliers, prospects and staff.

DOMO previously used information stored in its accountancy system to collate and track contact information. However the company quickly realised that in order to sustain and drive growth within the organisation, it required a more robust solution.

"I would estimate that we have generated approximately \$200,000 per annum in additional sales simply by being able to keep in touch with our clients in a more effective way."

Debra Treloar,

Data Integrity Manager, Domo Collections

Debra Treloar, Data Integrity Manager explained, "We previously solely relied on our accountancy system to capture contact information with customers. As we started to grow, it became apparent that we required a more sophisticated means of managing interaction with customers."

Similarly, given that DOMO operates a number of fully owned stores, in addition to gallery sites located throughout a series of David Jones retail stores, it required a solution that could provide greater visibility across all customer touch points.

Ms. Treloar explained, "We needed a mechanism to gain greater visibility across all of our stores, as well as our remote sites including the galleries we manage in a series of David Jones stores throughout Australia."

DOMO also identified a need to leverage its contact information to engage with customers through marketing campaigns including mail-outs, sales alerts, as well as after sales service.

"Our primary reason for deciding to implement a CRM solution was to manage and track contact information with customers, but also to use this information for marketing purposes. We wanted to ensure we were connecting with customers regularly, for instance updating them on our two annual sales promotions and other offers that we run throughout the year."

Similarly, it was imperative that DOMO had a system in place that could help eliminate contact duplication.

Ms. Treloar said, "We needed a system that could manage data effectively, identifying areas of duplication and performing relevant updates automatically. Given that we regularly engage with past customers and prospects, we want to ensure we are not sending multiple letters or marketing collateral to any one household. This also cuts costs in terms of mail outs."

Solution

Having reviewed a number of vendors in the market, DOMO began implementation of the FrontRange GoldMine Corporate Edition solution in 2000. It selected FrontRange primarily because it demonstrated a true understanding of its specific business requirements. Similarly, DOMO opted specifically for the GoldMine CRM solution due to its robust contact management platform and its ability to integrate seamlessly with existing systems.

Commenting on the solution, Ms. Treloar explained, "GoldMine has become a central part of our day-to-day business operations. It is much more than simply a customer database for us. While we initially used the system for contact management and marketing purposes, we have expanded this to include a series of business critical activities."

"Examples include our central email system, which is entirely operated through GoldMine. Similarly, we also use GoldMine as a knowledge base for the development of policy and procedures documents, which can then be shared and accessed on the system for all staff, regardless of location."

Another core benefit of GoldMine DOMO was particularly impressed with was iGoldMine, an add-on package, which allows it to seamlessly synchronise key information between remote site locations, including the company's David Jones galleries. Ms. Treloar commented, "We use GoldMine in each of our fully owned stores and iGoldMine for all David Jones galleries. This ensures that any information added or edited on the system is automatically updated across each DOMO site."

DOMO recently upgraded to the Premium Edition of the Solution. GoldMine Premium Edition offers an advanced service and support module and newly developed, intuitive interface to the existing CRM functionality of GoldMine Corporate Edition.

DOMO works with FrontRange Solutions premier partner, TotalCRM to manage and maintain the GoldMine solution.

Results:

Since implementing GoldMine, DOMO has customised the solution to meet a number of key business objectives. While the solution enables the company to have complete control and visibility of all contact information for all stakeholders, GoldMine has also been leveraged to support the business in other areas.

Ms. Treloar explained, "GoldMine has certainly enabled us to manage data much more effectively. It has also allowed us to leverage our customer intelligence and execute successful marketing campaigns. We have been able to be more targeted in our correspondence with stakeholders, developing tailored marketing collateral for specific audiences, including existing customers and prospects."

The company has also manipulated GoldMine to act as a diary system, tracking deliveries from various suppliers. This has enabled DOMO to achieve greater visibility of its stock movement, and also update customers on the status of deliveries.

Similarly, the company also uses GoldMine to provide greater support to customers in terms of after sale care. Once a sale has been completed, customers may contact DOMO to inquire about other offers or repair and maintenance to furniture they have purchased in previous years.

"We use GoldMine to help log and track all correspondence with customers even after a sale has been completed. We occasionally receive inquiries from customers regarding repair or maintenance to furniture, as well as questions regarding warranties."

DOMO also uses GoldMine to manage customer inquiries submitted on the company's website. The company can subsequently gauge the type of people who are visiting the site; whether they are existing customers or prospects; and whether they would be interested in being added to a mailing list regarding company offers and news.

Ms. Treloar, "The ability to process all inquiries submitted to our website through GoldMine has been a huge asset to the company. It facilitates initial contact with customers and prospects, tracks their histories and then assesses how many inquiries actually led to sales."

Collectively, the benefits DOMO has enjoyed as a result of GoldMine has helped foster growth and ultimately contributed to the company's decision to open a number of new stores.

"By having exposure to, and control of, all customer correspondence, past and present, we are able to make better informed decisions about growth in the company. GoldMine has helped us identify opportunities for growth and justify our decision to open new stores. In fact, I would estimate that we have generated approximately \$200,000 per annum in additional sales simply by being able to keep in touch with our clients in a more effective way."

FrontRange Solutions

FrontRange Solutions develops software and services that growing mid-size firms and distributed enterprises rely on every day to build great customer relationships and deliver high-quality customer service. The company applies a unique combination of innovation and automation with a standards-based approach to simplify core business processes, including: IT service management; customer relationship and sales force management; and PC lifecycle management. More than 150,000 of the world's best-known brands use FrontRange offerings to quickly improve their interactions with external and internal clients and achieve better business results. For more information, visit www.frontrange.com



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