

Peek Traffic



Green lights all the way for SalesLogix at Peek Traffic



The company

Peek Traffic Limited has been an established supplier of products, systems and services to the traffic and transportation industry for over 25 years.

With a Head Office in Basingstoke and over 12 other regional offices across the UK and Ireland employing over 400 staff, Peek is behind some of the most notable traffic and transport solutions operating today.

By working with local authorities and government based agencies Peek design, install and service a range of solutions including digital enforcement equipment, vehicle counter classifiers, motorway control, urban traffic control and SCOOT. Its national service and maintenance network includes over 300 fully trained engineers looking after in excess of 50 service contracts.

The challenge

Peek had been a long term user of a bespoke fault management system used to help the company capture and track information on equipment and system faults. However, as the number of service contracts has grown, so too did the complexity of these contracts. Many service contracts now include penalty based Service Level Agreements, and these SLAs need to be reflected in the fault management system. Reporting has also become a more complex issue, with more sophisticated KPI analysis required by Peek's management team.

The company began to investigate solutions in the market place and turned to a trusted, existing IT partner to help.

The solution

MPower, already a longstanding partner to CPIO made the introductions and CPIO quickly went to work with understanding the nature of the Peek business and its requirements before recommending a solution. After consultation with a number of potential suppliers Peek decided upon a SalesLogix CRM solution delivered by CPIO.

"CPIO demonstrated a SalesLogix system that could give us the robustness of a large solution with the flexibility of a smaller, more bespoke offering that our contract management demanded. They successfully convinced us that they understood our needs and could deliver a system that would work efficiently and effectively with as little disruption to the business as possible", commented Jim Conlan, Peek's Project Manager for the SalesLogix system development.

Peek Traffic Case Study



The benefits

Remote users based in regional offices or mobile service engineers can now log into SalesLogix via the Peek web server and access relevant information at any time. What's more, because of Saleslogix's strong synchronisation, staff can provide fast updates back into the main database as required. Clients can also monitor and manage their faults leading to an upturn in customer satisfaction levels.

"CPiO has proven to be a very reliable, credible partner to Peek offering the utmost professionalism and knowledge at all times. We needed a flexible partner willing to adapt to changes in timescales and priorities as and when new contracts came in. CPiO has delivered on its commitment," adds Jim Conlan.

The future

SalesLogix is successfully used across a number of major contracts within both the Urban and Motorway divisions of Peek. "However there is much to do, with a roll out to more contracts planned", comments Jim Conlan. "It is important for us to get SalesLogix working for Peek in every contract to help improve our decision making and to understand our own service levels more. The service levels we are now providing clients have set a new standard and one that we believe SalesLogix will continue to help support."

CPiO is a leading provider of business solutions for the mid-market specialising in Sage 1000, Sage Line 500 and Sage 200.

CPiO can also offer market-leading CRM solutions in SalesLogix, Sage CRM, ACT! and Microsoft Dynamics CRM.

For more information on how CPiO can work with your business please contact the Marketing Department on: 0844 880 6140

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