



England Logistics

Location: Salt Lake City, UT

Service Area: Global

Industry: Transportation

URL: www.EnglandLogistics.com

Annual Revenue: \$130 million

Employees: 182

COMPLETExRM, Inc.
331 South Rio Grande,
Suite 203
Salt Lake City, UT 84101

TRANSPORTATION

CASE STUDY

U.S. Trucking Giant Continues 80-Year Legacy of Innovation by Adopting FranklinCovey's PlanPlus™ Online

OVERVIEW

C.R. England, Inc. headquartered in Salt Lake City, is one of the largest refrigerated trucking and transportation companies in the United States. C.R. England has been in business for more than 80 years and has expanded in size more than ten-fold over the past two decades.

Jill Broadbent, manager of training and development for England Logistics, a wholly owned subsidiary of C.R. England, attributes company growth to a shared innovative mentality.

England Logistics handles relationships with more than 24,000 other trucking businesses to make sure all overflow freight gets shipped. They deliver transportation services from nationwide locations with staffing, support, equipment and technologies, enabling their clients to better manage their costs and focus on their core business. England Logistics is ranked 18th out of 16,000 brokerages.

CHALLENGE

In order to successfully manage existing customer relationships and bring in new ones, Broadbent knew she would need not just any CRM (Customer Relationship Management) application for her company. She needed a technology platform that included CRM and BPM (Business Process Management) related services to allow her to more effectively track existing accounts and make the management of key transactions and processes like reporting, sales automation, and billing easier and more efficient.

SOLUTION

While looking into her options, Broadbent discovered PlanPlus™ Online by FranklinCovey (www.planpluonline.com), which was developed jointly with COMPLETExRM, an Enterprise 2.0 CRM solution provider for small and medium businesses.

"We chose to go with PlanPlus Online because it is totally customizable, and for the fact that it is Web-based and therefore accessible from anywhere," said Broadbent. "It is also easy to use, and has a lower cost per user than everything else I looked at."

PlanPlus™ Online

ACHIEVE the HIGHEST Levels of PRODUCTIVITY



COMPLETExRM, Inc.
331 South Rio Grande,
Suite 203
Salt Lake City, UT 84101

Broadbent helped integrate PlanPlus Online into the company's daily business. PlanPlus Online is built on COMPLETExRM's CxRM (Complete Dynamic Relationship Management) Foundation, which is a Java-based, Software-as-a-Service (SaaS) delivery platform. The dynamic Service-oriented Architecture (SOA) of PlanPlus Online easily integrates customizable CRM solutions such as contact management and sales force automation with the FranklinCovey planning methodology of task management, daily and weekly planning, among others for individuals and organizations to utilize virtually anytime and anywhere via the Internet.

RESULTS

Since implementing PlanPlus Online in November 2006, England Logistics has more than doubled in size and Broadbent has been able adapt PlanPlus Online to fit her company's growing needs with little effort. She is now able to manage current accounts, acquire future accounts, assign leads to fellow brokers, and follow up on sales calls with ease; and at a fraction of the cost than other CRM providers offer.

“ We chose to go with PlanPlus Online because it is totally customizable, and for the fact that it is Web-based and therefore accessible from anywhere. It is also easy to use, and has a lower cost per user than everything else I looked at.
*Jill Broadbent,
England Logistics*

“I have been very happy with COMPLETExRM's customer support. Whenever I have an issue arise they are very quick to respond,” said Broadbent. “Their staff has been really easy to work with. As England Logistics moves forward, PlanPlus Online will be there as we grow to fulfill our changing business needs.”

801.438.3460

www.planplusonline.com

info@planplusonline.com

ABOUT COMPLETExRM: COMPLETExRM is the leading provider of Enterprise 2.0 CRM solutions for SMB built on its Complete Dynamic Relationship Management (CxRM) Foundation. Utilizing a Java-based Service-Oriented Architecture (SOA), The CxRM Foundation delivers Web Services and is easily extended and customized to meet the needs of any industry, organization or individual. Using its CxRM Foundation, COMPLETExRM creates private-label or OEM customer relationship management (CRM) offerings. FranklinCovey partnered with COMPLETExRM to develop and deliver PlanPlus™ Online, a Web-based, Software-as-a-Service (SaaS) application that allows worldwide customers to apply FranklinCovey planning methodology combined with dynamic relationship management services via the Internet. For more information, please visit www.completexrm.com.

ABOUT FRANKLINCOVEY: FranklinCovey is the global leader in effectiveness training, productivity tools, and assessment services for organizations, teams, and individuals. FranklinCovey helps companies succeed by unleashing the power of their workforce to focus and execute on top business priorities. Clients include 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. Organizations and individuals access FranklinCovey products and services through corporate training, licensed client facilitators, one-on-one coaching, public workshops, catalogs, more than 80 retail stores, and franklincovey.com. FranklinCovey has nearly 1,500 associates providing professional services and products in 37 offices serving more than 100 countries.

TRANSPORTATION

CASE STUDY

© DECEMBER 2007 v2
COMPLETExRM, Inc.
COMPLETExRM, and the
COMPLETExRM logo are
Trademarks of COMPLETExRM, Inc.
All other trademarks and logos are
the property of their respective
owners. All rights reserved.

