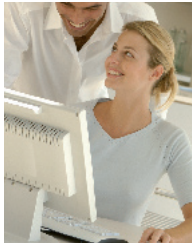


# Rip Curl

Enjoying the wave of CRM success



Rip Curl is one of the top surf companies in Australia and the world, manufacturing and distributing a wide range of products including surf boards, wet suits, clothing, watches, sunglasses and bags. Over the last 12 -18 months they have worked hard to further expand overseas and build a strong global brand.

When Rip Curl established an internal sales department they realised they were not setup to adequately handle sales. They needed a system that would allow them to quickly and easily build a customer database and to better manage and track the relationships they had with their retailers.

Headquartered in Torquay on the Victorian surf coast, Rip Curl has offices and outlets all across the globe including France, South America and the USA. As well as distributing their products to a range of major retail chains, Rip Curl maintains its own retail outlets in selected high profile locations such as Bondi

and Manly in Sydney and Chapel St in Melbourne.

Up until three to four years ago Rip Curl had outsourced its sales and account management activities to outside agencies, which meant that the organisation did not need a strong focus on sales force management. Their systems were geared primarily around inventory management and accounting.

**The new system has encouraged a more professional approach to managing our sales...**

Recently the company brought its sales activities inhouse, establishing a sales force of 30 people. They realised they didn't have the necessary account management systems in place to manage a

dedicated and professional sales team.

Substantial sales information was stored in their inventory management and accounting systems running on an AS400, but they had nothing that could help them track the relationships and interactions they had with the various retail outlets that sold their products. They turned to Customer System International (CSI) to deliver a SalesLogix solution that would help set them on the right path and build the customer database they wanted.

Each retail store they deal with has up to three account managers depending on the product being ordered. Prior to installing SalesLogix, there was a lot of doubling up of activities and tasks carried out by the account managers and information about accounts was unable to be shared, causing confusion and potentially damaging relationships with retailers.

David Wall, Manager for Business Systems,

comments, "The deployment of a system like SalesLogix was a major step up for us, particularly due to the nature of the industry we are in. In the surfing industry everyone wants to appear cool and casual, where the workplace culture can be very relaxed".

"The new system has encouraged us to develop a more professional approach to managing our sales and accounts. It allows us to keep track of what conversations and meetings our sales team are having with retailers."

At this stage a very basic system was implemented, so Rip Curl could get something out quickly to their account managers that was easy to use and delivered immediate benefits. Since implementation the system has sold itself to the staff and senior management. In the future they plan to link SalesLogix to their existing inventory system to enhance their capability for management and performance reporting. A new ERP (Enterprise Resource Planning) system is also in the pipeline.

#### The Result

The implementation of SalesLogix delivered the following benefits to Rip Curl:

- The establishment of a comprehensive and accurate customer database
- Improved management of relationships with their retailers
- Improved productivity of reps in setting appointments and follow up activities
- The ability to share customer information across the sales team

#### About Customer Systems International

Customer Systems International is a CRM and business consultancy group



that enables companies to run more efficiently and achieve superior results. Their solutions maximise productivity and increase profitability by focusing on the one thing that matters most in business - the customer. With more than 25 years of combined experience inside leading CRM companies and, a multitude of local and international projects, their people are skilled in recommending, implementing and supporting the best solutions to meet your needs.

Their consultants work with clients as partners to understand and meet the challenges their company faces everyday. With multiple offices around the globe, Customer Systems is an international organisation dedicated to a diverse work environment that encourages personal growth and forward thinking in its employees.

Rip Curl has offices and outlets all across the world, including France, USA, and South America.

The value of this philosophy to their clients direct access to:

- A highly skilled technical team delivering best of breed solutions tailored to match your individual needs.
- Business consultants managing the organisational change issues that new systems can create.
- Innovative sales coaching using proven methodologies and processes providing you with measurable results.

