



sales-i streamlines
Alexander Dennis's
sales analysis and
reporting processes

Britain's Biggest Bus Bodybuilder, **Alexander Dennis**, Selects sales-i to Boost Sales and Customer Buying Visibility

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*Richard Jackson,
Alexander Dennis's Commercial Manager*

Alexander Dennis's parts and services department boasts over 1200 customers, a parts line of approximately 30,000 and over 160,000 active parts. Accurately assessing who buys what and who doesn't is no mean feat as Richard Jackson, Alexander Dennis's commercial manager explains, "We have extensive systems that hold this sales information but it is a complex, lengthy and unrewarding task to extract it in a meaningful, actionable form. We wanted to quickly and intuitively assess our customers buying habits, spot leakages, reel-in drifting customers and identify upselling and cross selling sales opportunities."

Richard continues, "We were introduced to sales-i and first impressions are great. It seems simple and intuitive to use; it does the job of identifying changes in buying behaviour and the 'alert' system pushes that information in real-time to laptops and mobile phones. That is exactly what we were looking for."

Alexander Dennis was established in May 2004 when a consortium of business entrepreneurs, led by Noble Grossart - the merchant bankers - and supported by the Bank of Scotland, acquired the major part of the bus manufacturing operations previously held by TransBus International. The company produces a full range of bus chassis and body options, as well as integrated single and double deck vehicles for the UK, Far East and North America. Principal manufacturing centres are in Guilford, Surrey (chassis production) and Falkirk, Stirlingshire (body production).

Alexander Dennis is market leader in the key UK bus sectors with an installed fleet of around 70,000 vehicles. It supplies all of the UK's major bus operators and is the market leader in Hong Kong where it has an established sales and after-market operation. 100% British owned, Alexander Dennis is a true household name in the industry with a number of impressive achievements to its name including that its products account for almost 70% of London's 8,000 bus fleet; it is supplying the first purpose build transit double deck buses to be sold in the USA for over 20 years; and it is introducing a revolutionary new hybrid drive bus that will reduce exhaust emissions by over 30%.

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