

# SUN VALLEY CHOOSES THE CARM ROUTE TO RAPID, EFFICIENT CRM

Submitted by: eclat Marketing

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Enigma implements leading edge CRM technology

6 March 2002, London. Sun Valley, the leading supplier of quality food products and services in Europe, has today announced the implementation of CARM, the latest in CRM systems, to service all customer and supplier needs. The CARM system, developed by Enigma, the UK-based strategic business consultancy which enables companies to achieve greater ROI on existing CRM applications, is already in use by leading European companies such as Walkers Snack Foods and easyJet.

Liz Connors, Customer Care Manager at Sun Valley, explains their choice of Enigma's CARM solution. "As a leading supplier of quality products to well known customers in the retail, food service and food manufacturing sectors it is vital for Sun Valley to maintain the very highest levels of customer service and constantly improve efficiency in terms of sharing information between departments, suppliers and customers. Enigma offered the CARM solution to resolve issues with our in-house CRM systems that were becoming obsolete and enabled us to integrate enhanced CRM technology solutions".

"Our decision to implement a new CRM system was driven by the need to improve internal efficiencies, to improve the tracking of information and to add visible value to our customers and suppliers," continues Connors. "Enigma and its CARM product has an excellent reputation in our industry and having reviewed a number of CRM systems we found that CARM best suited our needs. The flexibility of the product has meant that we can adapt the system to best suit the needs of each of our individual customers and allows us to continue to improve and upgrade our systems easily in the future".

Within two months of making the decision to implement Enigma's CARM solution, the Sun Valley system went live, and has already made a positive impact across the whole business. The time to respond to customer enquiries has reduced significantly and there have been visible efficiency increases in information sharing across departments and with customers.

Chris Burns, Managing Director of Enigma comments on the project. "We have been delighted to work with Sun Valley on their CRM solutions and are confident that CARM will assist the company to provide the first class customer service for which they are renowned. Increasingly CARM is being recognised across leading industries as a CRM solution that provides tangible, immediate benefits to both internal business practices and customer relations. We look forward to continuing to work with Sun Valley in the future".

To speak to Chris Burns, or if you would like further information on CARM, please contact Liz Almond of éclat Marketing on +44 (0)118 989 5600.

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#### About Enigma

Enigma is a UK-based strategic business consultancy which enables companies to achieve greater ROI on existing ERP applications. With more than 10 years industry experience, Enigma has developed a unique set of tools that allow its customers to enhance efficiency and functionality of their current systems.

Operating largely in the ERP field, Enigma has grown to 38 industry specialists since 1990 with clients including Walkers, easyjet, Colgate-Palmolive, Unilever, Coca-Cola, Müller.

<http://www.theenigma.co.uk>