

Bailey Morris

COMPANY PROFILE

Established in 1977, Bailey Morris is a leading specialist propshaft manufacturer for a wide range of automotive and industrial applications. Their production caters for scheduled batch production, prototype manufacture, or single orders.

CHALLENGE

Bailey Morris required a financial and business solution that could take the company to new levels of customer service whilst retaining the unique dynamics that had made the company a success over the last 27 years.

They wanted a solution that would improve their business processes and therefore customer service, to ensure that they were ahead of the competition.

SOLUTION

A Pegasus customer since the early 80s, most recently of Opera, the obvious decision was migration to Opera II. Kevin Head, Sales Director, explains: "Having used Opera for the last seven years it was quite simply a question of was Opera II a significant improvement over and above what we have been accustomed to. We didn't want to run a dated package and even more importantly, we wanted to be at the forefront of current technology as well as one step ahead of our competitors. Upgrading to Opera II was a big step forward and has given us the edge we were seeking. It helped boost business and keep our customers happy; in doing so, it's also improved staff moral."

Key features for Bailey Morris included the multi-currency capabilities, the integration with Outlook, the detailed on-screen information, including drill down facilities, and the ability to analyse their business better with the use of visuals. However, the most important factor was that Opera II could be tailored to meet their exact requirements.

RESULTS

A specific requirement and an important factor in the decision to upgrade, Bailey Morris had the Sales Order Processing module bespoke to create a stock check feature on a specific part number. Previously they had used books and Excel spreadsheets to look for and record this information, which had been very time consuming. Kevin enthuses: "It saves time and eases the frustration of having to check various paper sources, especially while a customer is holding on the telephone. It's helped to enhance our service and has been received well by all of our customers. Most importantly, it's provided us with the competitive edge we've been seeking as none of our competitors in the UK have this functionality."

Impressed with the overall functionality of Opera II, Kevin concludes: "Opera II is generally more efficient than previous packages; the range of reports is better, it's easier to access information and that information is much clearer. It has significantly helped us to improve turnover, which has risen by 20% since installation; in terms of functionality, adaptability and improvement to service areas such as response times and sales analysis."

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Number of Users: 10

Modules: System Manager, Sales Ledger, Purchase Ledger, Nominal Ledger, Invoicing, Sales Order Processing, Stock Control, EC VAT, Payroll, Toolkit, Reporter, Purchase Order Processing, Cashbook, Multi-Currency



