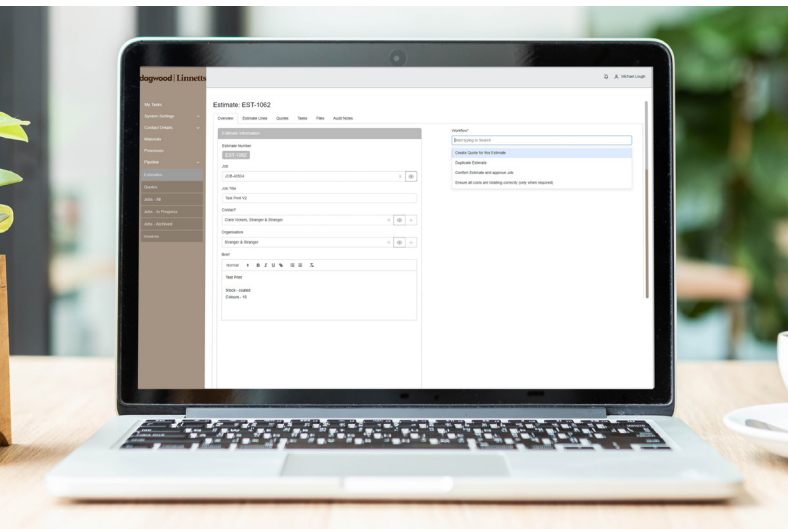


CRM & Workflow Software

Dagwood Linnetts

CRM and Workflow software for a printing and packaging specialist



The Customer

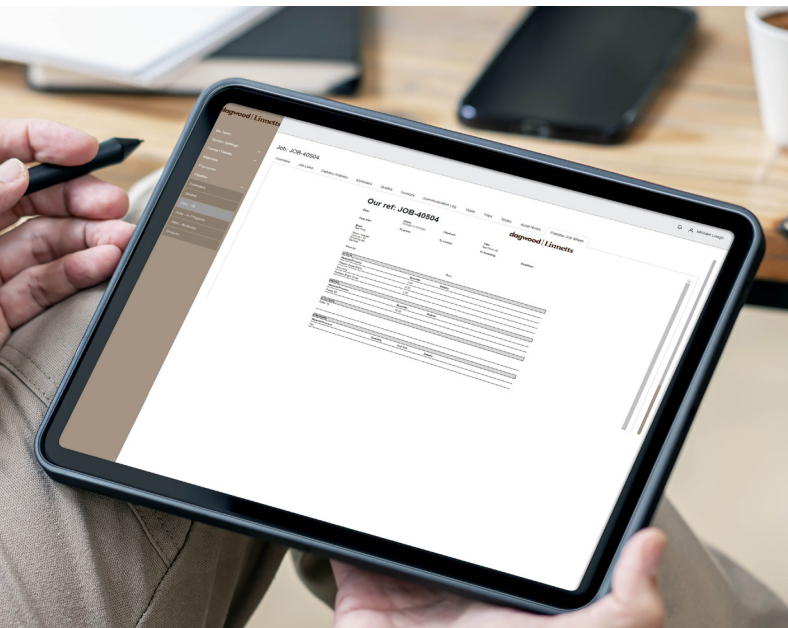
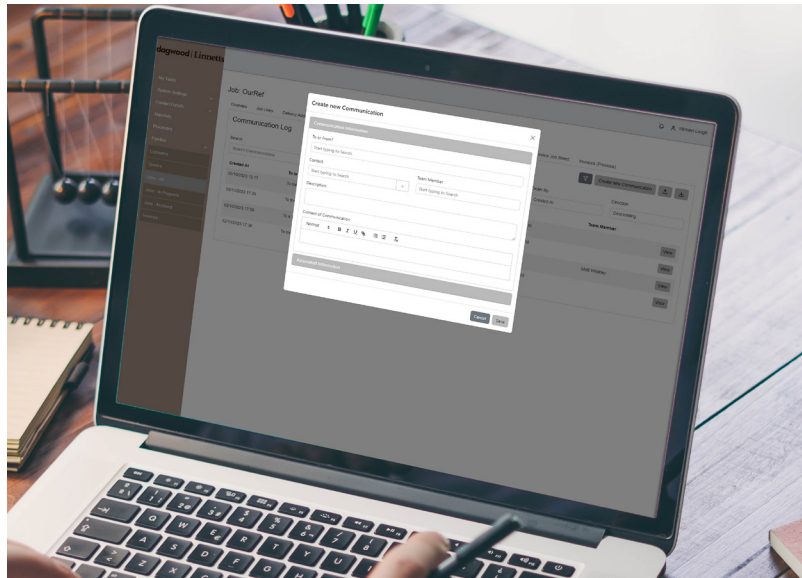
Dagwood Linnetts is a print specialist excelling in mock-ups and prototypes for the advertising, design and packaging industries. With a strong commitment to delivering outstanding quality, they embrace challenges, thriving on intricate briefs and tight timelines.

Their success is evidenced by a loyal client base including many multi-national brands, and an enduring reputation for efficiency, exceptional customer service and the highest possible standards.

Their Pain

Dagwood Linnetts were relying on predominantly manual processes to fulfil customer orders and acknowledged the need for a more streamlined approach. Their existing systems lacked the agility required for seamless operations and delivery teams were often working in isolation without centralised information to assist their day-to-day activities.

They recognised that customised workflow software was needed to not only optimise their internal processes but also align with their commitment to delivering high-quality work in a timely and cost-effective manner.



Our Solution

In close collaboration with Dagwood Linnetts, Blue Wren used their Flight platform to build a customised software solution. The new software delivered instant customer estimates, ensuring consistency and accuracy. It then enabled online approval by customers, seamlessly automating the generation of job sheets, managing deliveries, and issuing invoices.

The result was an efficient end-to-end workflow, providing full visibility for all stakeholders involved. Blue Wren's expertise and the adaptable nature of Flight contributed to the successful development customised software that met Dagwood Linnetts' specific needs, enhancing their operational effectiveness and productivity.

CRM & Workflow Software

Dagwood Linnetts

CRM and Workflow software for a printing and packaging specialist

Key Features



Core CRM functionality, storing and managing key customer data



Document outputs including Estimates, Job Sheets, Invoices and Delivery Notes



Automated sales process from Enquiries to Estimates to Orders



Task management and progress tracking



User permissions and access controls to safeguard sensitive information



Key management reporting

dagwood | Linnetts

Impact

“Prior to implementing Flight, we grappled with manual processes that hindered our efficiency and collaboration with customers. Blue Wren’s innovative approach helped to transform our operations, providing instant customer estimates, seamless online approvals, and automated workflows from order to delivery.

Additionally, the speed of response by Blue Wren for any support queries or system changes has been exceptional, ensuring minimal disruptions to our workflow.

Flight’s adaptability, coupled with Blue Wren’s expertise, not only met but exceeded our specific needs, enhancing our overall operational effectiveness. We now enjoy streamlined processes, improved collaboration, and increased customer satisfaction.”

Donna Hoppe
Managing Director

Want to know more about our CRM and Workflow Software?

Get in touch or book a free demo

Call: 01772 920 777 Email: hello@bluwren.co.uk

blue wren

Blue Wren Ltd,
9-10 Cross Street,
Preston,
PR1 3LT

www.bluwren.co.uk