

EA Shaw Case Study

EA Shaw is one of the leading property firms providing commercial and residential services in central London. They have been around for more than a hundred years but more recently had recognised that in order to manage their client relationships more effectively they needed to implement a new CRM system. The system being implemented is a Microsoft Sharepoint based solution being delivered by **Calvis**.

Stanton Allen were engaged to undertake the data cleaning and migration for the new CRM system. *“I had worked with Michael Warren before”* says Caroline Boulton EA Shaw’s Marketing Manager, *“and I knew that when it came to data management for professional firms, he would provide a safe pair of hands”*.

The project involved taking data from the firm’s partners and also a legacy marketing system and consolidating into one database. *“Of course our data required some cleaning, deduplication and formatting”* continues Caroline, *“but that’s not really the hard part, the reason we chose Stanton Allen was that we knew they could point out the things we hadn’t necessarily considered and offer advice beyond the brief”*.

“The project was completed on time and under budget. I wouldn’t hesitate to recommend Stanton Allen to anyone planning to undertake this sort of project”, concludes Caroline.

Who are Stanton Allen

Stanton Allen was established in 2008 by a team with more than 25 years experience working with international professional services firms. Our aim is to support firms that have implemented CRM systems, but are not realising their ROI or to help our clients who are just starting out.

Our consultants provide support and advice in the following areas, CRM Vision and Strategy, Data Management Strategy, Data Cleaning, eMarketing, InterAction training and education.

We embed ourselves within a firm’s culture, becoming an extension of your team working towards the same goal – acceptance and use of your system within the firm.

For more information about the services that Stanton Allen can provide in relation to data management, or any of our other services please contact us through our Contact Us page or directly to info@stantonallen.co.uk or phone us on 0870 8500 828.