

MYOB Advanced

Client NutriSoil Biological Solution | Location Wodonga, Australia
Product MYOB Advanced | Industry Food & Beverage, Agriculture



NutriSoil Biological Solution invests in Advanced to grow agriculture movement

Worm juice is a natural solution for Australia's agriculture industry, thanks to one company focused on helping farmers produce life-enriching food. Rural company, NutriSoil Biological Solution is growing fast and needed a software upgrade to better manage its 6,000-strong customer database. That data is now available wherever they are, as well as better customer reporting and segmentation, thanks to MYOB Advanced.

Problem

Limitations stunt growth for this movement

NutriSoil Biological Solution was using MYOB AccountRight, accounting software ideal for small businesses. The company was satisfied with its financial capabilities, but there were limitations when used as a CRM. "We could make notes on an individual customer file, however, we could not connect customers through type and size of farm," says Managing Director Rachelle Armstrong.

Because of this, the company was spending extra time exporting its customer data to spreadsheets, to make sense of it. With a major part of the company's work involving education, often hosting 100-200 farmers at events, this clunky process was less than ideal.

"We needed a CRM to help us build a movement! Before I knew what a CRM was, we couldn't search our customer info or group them together," says Rachelle. "The dream was to ask a question and collect the info without exporting and changing it around."

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Solution

MYOB upgrade right for regional business

The company performed a global search before deciding that MYOB Advanced was the best solution for them.

"It was daunting actually, how many CRMs are out there at all different prices," Rachelle says. "The fact that we could stay with MYOB was a benefit, rather than having to move to another accounting programme."

For a regional business that travels and distributes across the country, data mobility was crucial – one of the main reasons it settled on a cloud-based product.

NutriSoil appreciated that their MYOB business partner had no issue with supporting a regional business. In fact, Rachelle says they were surprised at how willing the partner was to travel to Wodonga to help them get set up. "They didn't make us feel like country bumpkins."

Rachelle admits their newer staff members have adjusted to the change in software better than those who are used to the old system – but she has no doubt in six months they'll all be saying "How did we survive without it?"

"The main challenge has actually been in the financials and getting the reporting right. We've had to take the time, make the call and get assistance, make good notes so we can nail it by ourselves next time.

"It's harder to cope with change than it is to come in and try something new," Rachelle says.

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Outcome

Strengthening relationships will see business growth

It's still early days, but NutriSoil is looking forward to connecting with its customer base on a deeper, more meaningful level now it has a robust CRM.

Rachelle explains the company wants to set up farmers in the CRM with location hubs and different attribution groups like dairy or organic. They'll also be able to group people together who attend certain events.

She says the hubs will make sending targeted campaigns a possibility, and sales lead follow-ups more streamlined – saying goodbye to paper enquiries.

“We hosted an event last month with over 100 farmers. We'll be able to group them together as members of that event. All the videos, surveys and feedback from that event we can quickly email out to that group. Farmers are excited about that too!”

Advanced will also help the company better manage its phone enquiries, rather than relying on handwritten notes. They'll be able to set them up as sales leads, as well as having a contacts platform within the business account to ensure follow-up on a personal level.

“We'll still have the trading name, but we can set up a contact for the son, for instance, who we might actually deal with more,” Rachelle says.

Moving to a cloud-based, automated ERP has upgraded the company's email system, which Rachelle adds has been “very challenging,” but they're pleased to have a better system.

NutriSoil is also newly B-Corp certified, which requires stringent reporting. In two years, the company will be audited and reassessed for certification, and Rachelle's confident that with Advanced, and the support of their MYOB business partner they'll continue to enjoy the accolades.

Other benefits of migrating to Advanced are better pricing structure management, multi-level pricing and price breaks, and the functionality to collect payments online.

Moving forward, the next step is to continue working with their MYOB business partner on building customised reports for the business. More comprehensive reporting will not only make B-Corp auditing easier, it'll allow NutriSoil to significantly decrease admin time spent on time-consuming tasks.

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Before	After
+ Limited CRM functionality stunting growth of business.	+ CRM functionality lets NutriSoil seamlessly build-up customer database.
+ Heavy reliance on time-consuming manual reporting and processes.	+ Reduced manual reporting and processes lead to massive time savings.
+ No cloud connection means information wasn't accessible on the road.	+ Cloud connection means customer information is accessible anywhere.
+ Processes designed to work around the limitations of the software.	+ Customised reporting will lead to best-practice processes.