

CUSTOMER CASE STUDY

STARK Group uses SugarAI Revenue Intelligence to take advantage of and identify new sales opportunities

With over 180,000 employees of over 100 nationalities, STARK Group are proud to help create great living places across the world through industrial and distribution business.

The newly formed Off-site Solutions division is the coming together of four STARK Group brands. International Timber, Pasquill, Roofspace Solutions and ScotFrame working together within the Off-site Solutions division allows the brands to present a unique offering for customers, backed up by the wide range of STARK Group assets available in the UK.

International Timber supplies timber and panel products to a diverse range of industry sectors in the UK. Pasquill is the largest supplier of trusted rafters in the UK, with an unrivalled national network of design and manufacturing sites. Roofspace are an award-winning provider of off-site products and services to the construction sector.

Last but not least, Scotframe supply award winning timber frame kits for self-build and commercial home developers across the world. They source only the highest quality sustainable timber and combine cutting edge manufacturing processes, with a professional service to deliver a fully customized product designed for the life you build.

The Challenge

Peter Baines, Information Manager at International Timber, says that: "Before SugarAI Revenue Intelligence, the biggest challenge my team faced was how to distribute accurate information to our people, so that they can then make the right decision when needed.

My team would refresh Excel based reports and email the results to the appropriate individual. This way of working consumed a lot of time and resource, and did not allow managers, salespeople and others to turn on the information tap at will."

With a business of this size, it was crucial for Peter Baines and his team to quickly access information that allowed them to progress towards their targets. From a salesperson on the road using the app offline to prepare for a customer meeting, to a manager in the office overseeing all sales performance; the instant data is delivered in quick and easy-to-digest actions that benefit the entire business.

The Solution

Peter explains that because the "SugarAI Revenue Intelligence's SaaS software is hosted in the cloud, my team could access the data they needed anywhere, anytime. This was one of the most beneficial outcomes of choosing SugarAI Revenue Intelligence.

"SugarAI Revenue Intelligence unlike anything we've used before, the software takes the hard work out of data analysis, turning large data sets into easy to understand results and next steps for managers and reps."



Industry

Building

Location

Coventry, UK

Company Size

181,000 employees across 9 group companies

Website

www.starkbuild.co.uk

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— PAUL BAINES

Information Manager at
International Timber



The Results

"SugarAI Revenue Intelligence has enabled us to provide the latest and most accurate information to the right people — and only the right people — 24 hours a day. No matter where my team are, no matter what device they're using, they can do their jobs effectively, successfully and instantly.

With SugarAI Revenue Intelligence, we have a constant view of our data analytics, meaning we can utilize and measure those insights to clearly identify an up-sell or cross-sell opportunity, or even a potential risk of churn.

As a manager, I can view my revenue and profit streams at ease as they are neatly arranged and simple to find. I can quickly establish top customers and products, and with two taps of the screen I can understand my customer health and leakage.

Understanding our customers is key to identifying opportunities. To help grow and develop our understanding of customers and to help manage the relationships we have with them, we needed a tool that could instantly deliver customer data to the tips of our fingers. With its CRM offer, SugarAI Revenue Intelligence does this so well that I am no longer looking at any other standalone CRM solutions. It answers all of our questions and does exactly what we need as a business.

As a motivated, determined team using SugarAI Revenue Intelligence to support our business, I strongly believe that we can identify and take advantage of new opportunities as soon as they arise.

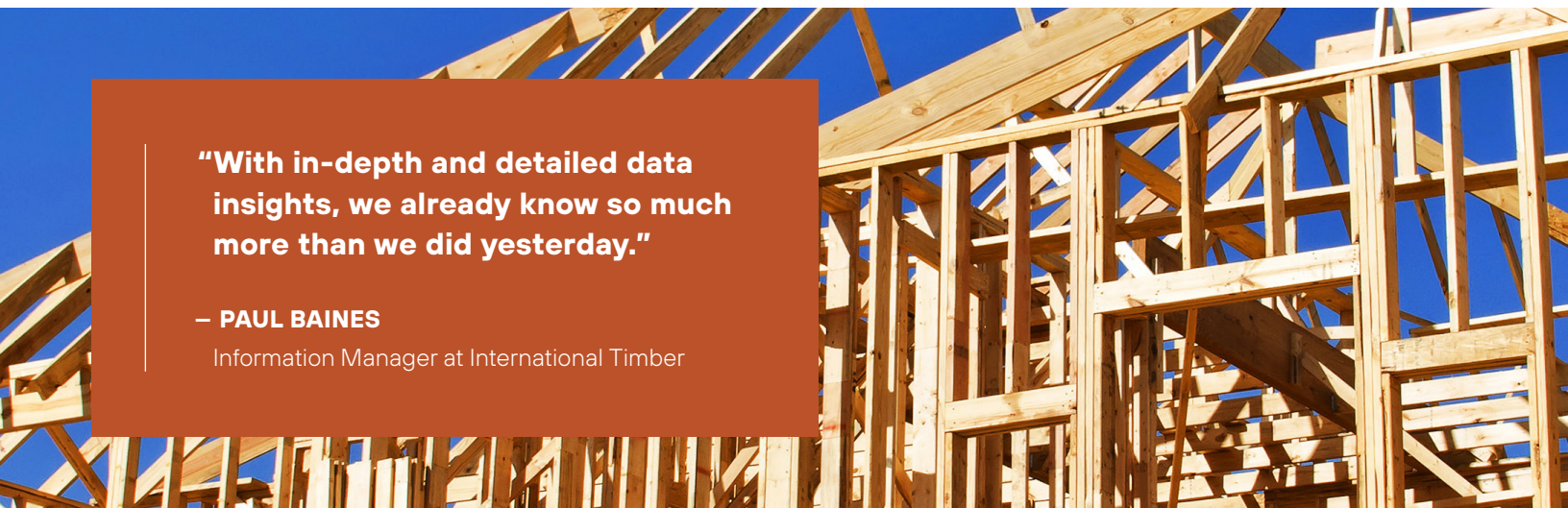
Understanding customers, identifying their requirements and designing our products and services to meet their needs in the future will help us to grow sales, become agile to changing trends and be a market leader."

"Not only that, but I know we'll be ahead of our competition — as we have instant access to all of our data insights to make the right move — and we'll fill any gaps when customer purchasing behaviour begins to change. All of a sudden we have our eyes on every part of the business; with in-depth and detailed data insights, we already know o much more than we did yesterday."

The Future

Peter shares that SugarAI Revenue Intelligence for STARK Group — Off-site Solutions Division has made it incredibly easy to meet the businesses ever-growing hunger for information. We are constantly wanting to learn more, absorb more insights and have full scope of what's happening internally and externally within the business.

To conclude, Peter declares that "SugarAI Revenue Intelligence are a great partner to work with; friendly, professional, efficient and experts at what they do. It's clear how passionate the team at SugarAI Revenue Intelligence are and how we are about working with them, all that's left to say is... thank you for the last 7 years, I look forward to many more to come."



"With in-depth and detailed data insights, we already know so much more than we did yesterday."

— PAUL BAINES

Information Manager at International Timber

About SugarAI

SugarAI goes beyond traditional CRM to power account-first, AI-driven selling. Our Precision Selling platform helps sellers win and grow the accounts that matter most by uncovering hidden risk, revealing expansion opportunities, and guiding every next move for complex, relationship-driven businesses.

Learn more at www.sugarai.com