

PitchPerfect[®]

Case study

“From what I have seen so far, PitchPerfect is quick, versatile and easy to use. This is a distinct advantage given that some of the tenders undertaken by Birketts take a long time to assemble. That was a key driver for choosing PitchPerfect.”

Janet Rudge,
Business Development Director

Birketts



For Birketts, creating pitch documents had become extremely time consuming with some documents taking as much as 40 hours to complete. Birketts had already built a solution with their intranet, but they couldn't produce documents from it so they had to cut and paste, which wasn't fit for purpose.

“To service the firm's client base we wanted to find a single data repository for things like CVs, work experience, credentials and testimonials.” says Janet Rudge, Business Development Director at Birketts.

Birketts anticipates that PitchPerfect will deliver to its future business development efforts. “What we want as a team is to be more efficient and more creative with documents, proposals, team sheets – whatever we produce. The idea of having something like PitchPerfect that makes it easy to assemble the bare bones of a document will give us more time. The more time you can spend on bespoke elements, the greater your chances of success.” says Rudge.

Decision process

Birketts decided to examine several different systems and, after careful consideration, short-listed three separate pieces of software. "As a result, everyone in our working group came away thinking that PitchPerfect was the best of the lot," says Rudge.

Birketts were impressed with PitchPerfect's intuitiveness and how straightforward it was to use. The firm has lots of experience rolling out software which has all the bells and whistles, but when there is so much to these products, they found they didn't get used as often as they should. "In looking for simplicity and flexibility, we felt that PitchPerfect offered us everything that we were looking for."

Implementation

Rudge plans to roll out PitchPerfect by the end of April 2017, making the process as painless as possible. "We've already got a decent bank of materials; it's just finding it all and putting it into spread sheets," she says. Initially, the plan is to share that material with the firm's lawyers and give them the opportunity to update it to enhance it.

Rudge will provide guidance to the firm's lawyers about improvements which they might make, number one being: can they make the content shorter and "a bit punchier." As a team, they have decided that PitchPerfect won't be accessible by the whole firm immediately; the business development team will work out how they will manage consistency and keep track of the opportunities put in front of them, first.

The PitchPerfect implementation process:



To appreciate the flexibility of PitchPerfect, Enable would recommend a quick introductory demonstration. Please email info@enableplc.com to arrange.

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As well as our suite of applications, Enable offer services in Microsoft Office template creation, consultancy, project management, implementation, and software development

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