

## Knowledge Transfer Partnerships

### KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal development opportunities
- 🔄 University, college or research organisation will bring their experience to enhance the business relevance of their research and teaching

A DTI Business Support Solution

<http://www.dti.gov.uk/ktp/>

## PEGASUS RETIREMENT HOMES ADVANCED IT IMPROVEMENTS AND CRM SYSTEM FOCUSES PEGASUS BUSINESS RESOURCE

### ABOUT THIS CASE STUDY

THE KNOWLEDGE TRANSFER PARTNERSHIP (KTP) COLLABORATION BETWEEN HOUSE BUILDER PEGASUS RETIREMENT HOMES AND THE UNIVERSITY OF GLOUCESTERSHIRE PROVIDED PEGASUS WITH A NEW CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM. THE CRM SYSTEM HAS PLAYED A CRITICAL ROLE IN PEGASUS'S ABILITY TO ANALYSE MARKETING AND SALES DATA AND THEREFORE INCREASE SALES.

### ABOUT THE SPONSOR

THE DEPARTMENT FOR TRADE AND INDUSTRY (DTI) DRIVES THE AMBITION OF 'PROSPERITY FOR ALL' BY WORKING TO CREATE THE BEST ENVIRONMENT FOR BUSINESS SUCCESS IN THE UK. THE DTI AID INDIVIDUALS AND COMPANIES IN IMPROVING PRODUCTIVITY BY ENCOURAGING ENTERPRISE, INNOVATION AND CREATIVITY.

### FAST FACTS

- 🔄 Introduction of a new Customer Relationship Management System (CRM) and new outsourced fulfilment house
- 🔄 Reduction in the cost of connectivity by introducing Virtual Private Network (VPN) and wireless technology
- 🔄 Improved IT systems has meant that an expanding sales team can still be managed by the original number of managers and administration staff
- 🔄 KTP facilitated major change programme that supported the growth of Pegasus from a £10 million turnover company to a £30m+ turnover at the project end

## The Company



“As a result of the new CRM system, it is reasonable to expect an increase in the rate of sale equal to approximately one unit per site per annum. For ten sites, this would yield an extra £800,000 gross profit per annum. KTP has helped us to focus project resource and expertise on making this happen.”

Steve Hughes, Business Services Director, Pegasus

**Pegasus Retirement Homes Ltd, based in Cheltenham, develop private apartments for sale to the active retired throughout the UK. As part of their expansion programme in 2003, they wished to retain a central office in Cheltenham and utilise home-working staff to manage their expanding regional operations.**

### ABOUT THE PROJECT

In order to increase the number of staff working remotely, a significant improvement in their communications systems and project monitoring capabilities was required. Pegasus identified that it needed to streamline its business processes through the implementation of new technologies; Pegasus also wanted to

improve customer service through an outsourcing arrangement with a new fulfilment house.

### BENEFITS

As a result of the KTP, the company have been able to invest in new technology and software development. This has meant that the company's expanding sales team can still be managed by the same numbers of managers and administration staff, which is of huge benefit to the company.

Fifty percent of Pegasus employees are now based away from the office; the investment in new software has meant that the company can effectively communicate with its staff and its business partners, which they see as core to their business processes.

The company has also benefited from an enhanced CRM capability and improved communication to both staff and customers. The CRM implementation was a 12-month sub-project of the KTP and represents a significant step change in Pegasus' ability to analyse marketing and sales data and hence increase sales.

### RESULTS

- Introduction of a new Customer Relationship Management System (CRM) and new outsourced fulfilment house
- Improvement in the use of existing IT via training and best practice
- Extension of the use of IT to the sales offices at each development site
- Reduction in the cost of connectivity by introducing Virtual Private Network (VPN) and Wireless technology

## The Associate

The Associate employed to deliver this KTP was **Monika Horner**. After qualifying in Law in her native Albania, Monika moved to the UK to study for an Msc in Manufacturing specialising in Management and Information Systems at Cranfield University.

In January 2003 Monika took up the post of KTP associate at Pegasus Retirement Homes and remained there until March 2005, having implemented their new CRM system and new communications technologies for their sales staff.

### RESULTS

- Associate gained NVQ level four in Management
- Monika was able to complete a paper on the Pegasus change programme and presented it at a 'Modern Business Function in SME's' conference in Greece in 2004
- Monika gained experience of state of the art CRM systems and communications technologies
- She also played a leading role in a major change programme that supported the growth of Pegasus from a £10 million turnover company before the project started, to reach a £30m+ turnover at the project's end. The un-audited results for Pegasus year ending March 2006 is a turnover of £40 million, with the implemented CRM playing an important part in that result
- Monika went on to become Project Manager at PISCES Real Estate in 2005

## The Academic Partner



**"Pegasus was the first of a number of KTP's that have given us a wealth of material for case study research."**

**Dr Martin Wynn**, Principal Lecturer, Department of Computing at the University of Gloucestershire.

The Department of Computing is one of six academic departments at the University of Gloucestershire Business School. The Business School worked with Pegasus Retirement Homes in one of the University's first KTP projects.

### BENEFITS

As a result of the KTP, Dr Martin Wynn has developed comparative research knowledge and experience through charting new systems and implementation processes at Pegasus and other KTP companies. A number of article publications and conference papers have been produced as a result, and the outsourced business model that is at the centre of Pegasus's success, has featured in the University's Undergraduate teaching.

### RESULTS

- This KTP project has contributed to research publications
- It has led to another KTP project with a supplier of Pegasus - Applied Energy Products Ltd
- Pegasus also employed undergraduate placement students as a result of the relationship formed from this project