



## Ninox Database Success Story

### Discovery Yachts - Passion at work

Discovery Yachts is a British luxury yacht building company started by people with a passion for sailing who take pride in building bespoke yachts of the highest quality. The founders of Discovery Yachts were looking to construct a yacht for their own cruise in the Mediterranean, and they remain blue water cruisers to this day.



The design was to be very simple for ease of handling by two people and capable of sailing around the world. The passion of Discovery Yachts is expressed in the production values; the yachts are made-to-measure, and take approximately a year to complete.

Kerstin and her husband manage the business along with a team of in-house naval architects, designers and craftsmen to build yachts for blue water sailing.

From 2016 to 2018, the business has grown itself from building 4 yachts to 20 yachts a year. Until Ninox found its way into Discovery Yachts, the communication with customers was fragmented like emails, call logs, and several business workflows. Sales, customer care and support were managed in multiple to do lists and spreadsheets.

#### Overview

- Simple and easy to use database for custom-build yachts

#### Industry

- Yachts & Boats

#### Features & Functions

- CRM
- Event planning
- Sales
- Customer support
- After-Sales

#### Benefits

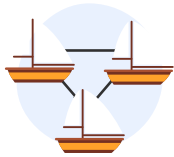
- Low cost-to-value ratio
- Customizable
- Everything in one place at hand
- Easy to create your own application

*“We wanted a solution to be mould to our requirements. We were not looking for an off the shelf solution. Most of the things that they provide we didn't use so the return on investment of those products was not useful”*

Kerstin Langdon

## Features

In the light of the company's growing customer base and the objective of providing supreme owner care to their customers, Discovery Yachts was looking for a customizable solution rather than an off the shelf product that can be adapted to fit the Discovery Yachts business model. Ninox is the core solution for sales management, implementation and post-sales support for the company.



### CRM

- Customer
- Invoices



### Events

- Marketing
- Invitations
- Costs



### Sales

- Record enquiries
- Responses
- Plans
- Time scale
- Budget



### Customer care and management

- Initial boat specifications
- Correspondence
- Services requests



### Aftersales

*“I could easily learn how to relate my data, write functions and create business process flow like I wanted. Soon ideas from my mind were live in Ninox”*

Kerstin Langdon

Ensuring customer satisfaction at a time when customers want everything done “yesterday” and to their exacting specifications, with an emotionally charged product and high financial stakes requires dedicated and uninterrupted customer interaction.

Discovery Yachts uses Ninox to manage the customer journey from the first enquiry, initial specifications through the various stages of construction down to post-sales support. The Discovery team provides technical assistance via email and call, route planning, shipping spare parts and on-site support to respond to customer enquiries from all around the world.

## Results

### Products

Discovery Yachts use Ninox from desktops and mobile devices. This allows the user to create and modify data from anywhere, even if there is no internet connection available. The data syncs with Ninox server as soon as internet connection is available.

See all available Ninox products here: [Pricing](#) 

*“Simple to use. You can just switch it on and find all your work in one login. You can use it from anywhere, browser or iPad and carry on from where you left.”*

Kerstin Langdon



### Outlook

In many cases, the sales cycle from enquiry to purchase may be as long as 2 to 3 years. Continuous and quality engagement is paramount in the luxury yacht business. Ninox puts the entire customer journey and history at your fingertips. By clicking on a customer, the past correspondence, service requests and invoices are shown in a structured format, which helps conduct personalized conversations while saving time and effort. This allows the owner care team to forecast the expected requirements and customer enquiries, resulting in faster response times.

Ninox wins hands down as a solution provider through sheer customer focus and by virtue of a custom solution based on an understanding of the business requirements and challenges. The ease of data access from multiple device and GDPR-compliant data security, Kerstin regards Ninox as an important factor in the further growth of Discovery Yachts.

We are happy to answer your questions about our Ninox solution.

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