

TRANSPARENCY + ACCOUNTABILITY HELPED STRENGTHEN UPAC, DRIVING THEM TOWARD A SHARED GOAL.

When you're a small business competing with large corporations, there's one imperative for keeping pace with the industry and maintaining quality: having your internal systems on point.

SITUATION

UPAC is a family-owned business that spans across three generations. Their primary focus is providing the best packaging solutions in the market while ensuring customers get all the benefits of working with a family-owned business.

UPAC provides Australian businesses with on-demand custom and bulk packaging solutions. Internally, they maintain a great culture by not adopting a large hierarchy. However, within the packaging industry, most of the work has crept up into the larger organizations which has been hard for SMBs like UPAC.

Many businesses rely on UPAC as larger packaging providers tend to fall short in terms of quality and reliability. With this demand for quality, UPAC identified a number of competitive tactics: 1) Ensuring that they weren't disjointed internally, 2). Increasing collaboration to reach KPI goals and 3), Making sure they were able to run fast to keep up with the industry.

SOLUTION

UPAC had previously worked with traditional business coaches, but found little success with them. When their Director, Gavin Wilson, found out about RESULTS.com, he reached out for help.

Six months ago, UPAC integrated the RESULTS.com platform into their competitive tactics. Working closely with a RESULTS software coach and strategy consultant, UPAC was able to identify unique KPIs (Key Performance Indicators) that integrated directly into the software for automatic updates, aligning each employee and workflow with company principles.

Through the Meetings capability within the software -- which drives collaboration and accountability -- management observed significant improvement of their sales efforts and increased engagement within marketing and customer support teams.

The RESULTS.com interface provided the entire company with visibility into company goals. This increased transparency throughout all departments. That, coupled with a clear set of meaningful KPIs, enabled the team to become more involved and supportive of each other. They understood what other teams were working on and how their efforts served the company's strategic objectives.

Business development efforts are now happening that previously weren't. Gavin credits this to the fact that all his employees have a good understanding of where they are headed and what needs to be achieved for optimal success.



UPAC provides industries and manufacturers in Australia with packaging solutions and packaging advice. They are a leading brand in packaging flexibles, strapping, removalist and general packaging.

Over many years and generations, UPAC has established, developed and grown recognized brands in the packaging industry and is positioned to face the challenges of packaging requirements in the manufacturing and removalist industry.

For more information visit:

<http://upac.com.au/>



I would definitely recommend RESULTS.com. It's a perfect tool for small to medium sized businesses. The platform carries big company principles, and the coaching and support you get from the team is unbeatable. The RESULTS team makes sure you're getting the right information when you need it. It's been a great sales, customer success, accounts, and operations tool. Really bringing the business together as a stronger united team by establishing transparency and dedicated goals for each department to drive accountability.

Gavin Wilson, Director – UPAC, Australia



x3
Increase on
sales efforts