



BITsolutions
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CAPTUREEXEC SUCCESS STORY Office Remedies, Inc.

Challenge

I joined ORI with the goal of helping ORI expand its presence in the federal government market. ORI traditionally used CRM tools and MS Excel to build and track an opportunity pipeline. While the information being tracked was valuable, it did not provide insight into the maturity of the capture activities for each opportunity. We needed a more robust and comprehensive method to not only allow us to build a strong opportunity pipeline but also develop disciplined capture management practices.

Solution

Having worked with CaptureExec for several years at my previous company, it was an easy decision to recommend CaptureExec as the tool of choice for ORI to implement. I knew that CaptureExec had recently released a significant change to the product, but my experience was with their original version. I was very impressed with the new design and features that are now the standard CaptureExec offering. There is an increased ability to customize the dashboard to suit the needs of each user, and the PWIN feature is greatly improved. We received training and within a few weeks were up and running. ORI Executive Leadership was impressed with how the product provided visibility into the maturity of the pipeline.



Customer

Women-owned small business (WOSB) management consulting firm.



Other business development staff, new to CaptureExec, were enthusiastic about the features and benefits of using a solution designed to help an organization build a winning capture management process.

Outcome

Our opportunity pipeline is growing! We have dozens of opportunities at various stages in the business development life-cycle across multiple agencies. We generate weekly financial projection reports that support ORI's fiscal year budget. The Deal Shaping feature guides the capture owner to develop intelligence about an opportunity and to strengthen ORI's PWIN through a strong pre-RFP position. In just a few short months, we have responded to and are now tracking several RFIs and are waiting on an award decision from our first proposal response since using CaptureExec.

About Office Remedies, Inc.

ORI started as Office Remedies, Inc. in the late 1980s with our co-founders, Kathleen Benson and Susan Lynd, doing data entry at Kathy's kitchen table. Over the next few years, Kathy and Sue created a network of talent to tap into—initially hiring stay-at-home moms to create a flexible workforce and then establishing business alliances and strategic partnerships to add important skills and technologies and to gain experience in larger commercial and government contracts. ORI's growth is based on successful collaboration and relentless innovation, always seeking to offer clients additional value through enhanced services and resources.

Today, ORI is a certified women-owned small business (WOSB) with more than 400 employees in seven offices but still retains the personal touch that has set it apart for decades. ORI brings clients the discipline, rigor, and multi-sector expertise of a large management consulting firm while preserving the attitude that every customer matters, every engagement counts, and everyone deserves our best efforts. We are a full-service customer experience (CX) consulting firm. Increasing customer engagement is the true engine of growth. Listening. Understanding. Improving Customer Experience.