



Industry

- Manufacturing & Distribution

Products

- Microsoft CRM Online

Challenge

Customer profiles and other business intelligence were entered manually and stored in numerous locations, leading to information that was often inaccurate and difficult to access and share

Solution

A customized implementation of Microsoft Dynamics CRM Online to provide a centralized system of customer information storage and management

Benefits

- Easy access to customer profiles saves time and money
- Increased operational efficiencies
- Better view of both new and existing accounts helps determine where resources should be allocated
- Ability to track important sales data and customer history
- Enhanced sales through more streamlined processes
- Easy to learn and readily adoptable user interface

CRM Online System

As the North American manufacturing and marketing arm of a large international rubber company, our client has been a global producer and distributor of premium tires for nearly a century. Servicing a network of more than 4,500 points of sales in the United States, the Company's complete line includes high-performance, light truck, passenger car, commercial truck and bus, and off-road mining and construction applications. From manufacturing to design, the Company uses the latest technology to produce green products by reducing, re-using and recycling as many materials as possible.

Neudesic built the Company's new online CRM system, which centralizes information storage, consolidates resources and makes it easy to access customer profiles, saving the Company considerable time and money and increasing visibility into the sales process and pipeline agility that is unmatched by our competitors.

Project Highlights

- The Company's process of entering customer profiles lacked consistency, and its decentralized system of information storage created operational inefficiencies
- Management evaluated Salesforce.com as a possible solution to its CRM problems, but was unable to determine whether it would meet their needs
- The Company's sales team and IT group approached Microsoft to see if the software company could offer a technology solution
- Microsoft introduced the Company to Neudesic, a National Systems Integrator and a Gold Customer Relationship Management Partner
- Neudesic proposed implementing Microsoft CRM Online in a five-phased approach
- The Company successfully rolled out the first iteration of the new CRM online system within its commercial sales division

CRM Online System

The Challenge

The Company's sales people created each customer profile without regard for standard protocols. Profiles were stored in different locations, creating silos of information that made it difficult for corporate to see into the pipeline and access general customer data. The Company tried to assuage the situation by creating an Excel spreadsheet to hold all customer information. The system proved to be inadequate because it had to be manually updated and often was incomplete and inaccurate.

The Company's customer management problems were compounded by the fact that its sales force is divided into a number of channels, including consumer, commercial and off road. This often led to redundant sales calls from different divisions to the same customer. Or worse yet, missed opportunities because of poor communication between divisions.

What the Company needed was a standardized system of customer data entry and centralized way to store, view and share the information. After evaluating Salesforce.com as a possible solution to their problems, management became confused as to whether Salesforce.com would meet their needs and tabled the idea until their CRM issue reached a boiling point.

The Solution

By now, the Company's commercial sales division desperately needed a centralized CRM system and reached out to the Information Technology group. Together Sales and IT approached Microsoft to see what capabilities the software giant could offer to address the Company's business requirements. Microsoft introduced the Company to Neudesic, a National Systems Integrator and Gold Customer Relationship Management Partner.

To bring the Company into the automated world of CRM while minimizing disruption to its business, Neudesic experts proposed a system using Microsoft CRM Online that would be rolled-out in five-phases, including assessment, project planning/definition, build/construct, development, and deployment.

The Company decided to implement the first iteration of the new CRM system within its Commercial Sales Division because of its complex sales, tracking and reporting requirements.

The division's sales force, as well as corporate personnel, were quick to adopt and learn the CRM Online interface because the Company was already using Microsoft products.

The Benefit

The Company's new online CRM system centralizes information storage and consolidates resources, making things like daily sales reports, commercial fleet info, competitor data, call reports, special buy memos, and customer profiles readily available to salespeople and corporate personnel alike. This easy access to information saves the Company considerable time and money and increases visibility into the sales process and pipeline.

Neudesic's solution has had an overall positive impact on the Company's operational efficiencies, the accuracy and timeliness of stored information, and the effectiveness of its sales efforts.

CRM Online is also easy to customize and adapted well to the Company's complex corporate and sales structure. It now enjoys a 360-degree view of its territories and customers, allowing sales and corporate alike to track new and existing accounts and determine which customers need the most attention.

Neudesic's solution has had an overall positive impact on the Company's operational efficiencies, the accuracy and timeliness of stored information, and the effectiveness of its sales efforts.