

Manufacturing company improves sales management and customer care using cloud-based CRM

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Julie Houghton, Marketing Manager, Rainford Solutions

Rainford Solutions designs, engineers and manufactures a broad range of equipment enclosures. It caters for clients with unique requirements, such as products with anti-vandalism or that can withstand tremendous heat. Manufacturing is at its UK facility, supporting customers worldwide.

Lack of sales and customer relationship information

Rainford Solutions didn't have a system to record sales team activities and related tasks. It was difficult to forecast financial trends and define the company's strategic direction. The lack of customer information made it challenging to improve client relationships and provide the best customer experience. It also introduced problems with identifying the right lead generation and marketing activities. The end-to-end process wasn't clearly visible, despite having an effective Enterprise Resource Planning (ERP) system already deployed.

Sales data tracking powered by cloud CRM

Rainford Solutions deployed the cloud-based Microsoft Dynamics CRM platform. Sales team staff can record customer-related information and assign tasks, via the browser or an application running on a mobile device. Detailed reports on sales activities provide visibility of performance and the ability to predict sales. Information is available in table format and as a customisable graphical dashboard.

The Microsoft partner Zero2Ten supported the deployment. Julie Houghton, Marketing Manager at Rainford Solutions, states: "We looked at several Microsoft partners but Zero2Ten demonstrated the right level of manufacturing company experience. They also made the integration with the Enterprise Resource Planning (ERP) system look easy."



Rainford Solutions is a UK designer and manufacturer of standard and bespoke electronic equipment enclosures, 19" racks, server cabinets, data cabinets and cable management systems.

Key benefits:

- Improved sales operations
- Better customer information
- More accurate marketing
- Improved, personalised services for customers

Industry:

Manufacturing

Country:

Worldwide

Number of users:

12

Technology environment:

Microsoft Dynamics CRM

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A more productive field-based team

Having access to customer information while mobile helps the team to be better prepared for the day ahead and frees up time to get more done. Houghton highlights: "The Microsoft Dynamics CRM mobile application makes it easy for the sales team to access, and keep track of, customer-related information from anywhere and at any time. They spend less time travelling to the office and are far more productive."

Building better customer experiences

Detailed customer information has empowered the team to improve the services it can provide. Houghton explains: "We have a complete history of conversations, emails and calls. Sales staff have a more personal view of the customer, making it easier to build relationships and provide a better experience."

More accurate and relevant marketing

The sales team track information such as leads and the source of those leads to help identify what marketing strategies are the most effective, Houghton states, "Recording how customers know about us enables us to identify ways of improving what we offer and how. We can figure out which marketing campaigns will provide the most value."

Clear financial visibility

The management team has complete visibility of sales-related data. Performance is easily profiled and it's possible to predict results to help make important strategic decisions. Houghton says: "Microsoft Dynamics CRM enables us to make faster, more informed, financial decisions and figure out where we're heading as a business. We have a clearly visible sales pipeline in a simple format and can forecast accurately. It's the biggest benefit of the new system. We can more easily justify additional sales resource also."

Rainford Solutions believes the implementation has transformed the business. Houghton states: "The system provides all the ingredients we need. It's something we're looking to grow further into. I'm really impressed with the ease-of-use and flexibility, with great support. I would very much recommend Microsoft Dynamics CRM."

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More complete visibility

Having an integrated view of customer-related activities and production has improved operational efficiencies and overall performance. Julie Houghton, Marketing Manager at Rainford Solutions, explains: "Staff are definitely seeing the value of being able to see what's happening with customers as part of the production schedule process. We plan more efficiently and can be more effective in meeting customer needs."

Driving measurable growth

Rainford Solutions has seen an increase in customers and orders placed. Houghton states: "In the past 12 months we have increased our customer database by 35% and increased our sales resource by 40%."

About Zero2Ten

Zero2Ten has shown hundreds of companies that CRM doesn't have to be difficult or expensive. We are the only Microsoft Dynamics CRM firm that combines deployment and a proactive user-adoption road map into a single 100% fixed-fee program. Zero2Ten has implemented more Microsoft Dynamics CRM Online solutions than any other Microsoft provider worldwide. We continually fine-tune our process and user-adoption programs to give you the maximum return on your CRM investment. This commitment to stay with you throughout your CRM journey has earned Zero2Ten the highest CRM customer retention rate in the business.