

Sage SalesLogix

Hydro-Thermal takes CRM beyond sales into complete customer care

Hydro-Thermal Corporation puts a great deal of emphasis on keeping things flowing smoothly. That's why the company chose TopLine Results to help create their new state-of-the-art system for managing customer relationships.

Hydro-Thermal Corporation manufactures steam injection units used to heat liquids flowing through complex industrial processes such as paper production, food processing and pharmaceutical manufacturing. Each new heating system requires a close collaboration with customer engineers, from the initial sales contact through installation of a finished product and ongoing customer service.

Hydro-Thermal's existing system process ended with a sale, the point where the company's organizational needs were only beginning. Hydro-Thermal wanted a customer relationship management (CRM) solution which follows the customer service process to the completion of an installed product. They also knew that an enhanced CRM system could significantly increase sales for repair components and upgrades.

Enriching customer relationships by focusing on customer service

"We saw the need for a CRM upgrade as a win-win for everybody," observed Jim Zaiser, President of Hydro-Thermal. "Our customers want to maintain a support relationship with us as much as we need to maintain a sales relationship with them. We needed a system to make that an easy, natural process for both parties."

"We were looking for a 360 degree view of the customer relationship," added Brent Strache, the network administrator in charge of managing Hydro-Thermal's CRM system. "When a customer calls we have everything at our fingertips, from contact notes to product specifications and engineering drawings. We are able to answer a lot of the questions that used to require a site visit. It saves us...and our customers...a lot of time and expense over the course of a year."

Features that add value

The Hydro-Thermal team turned to TopLine Results for an answer to their CRM dilemma. The TopLine Results name was already a familiar one, thanks to an existing working relationship. TopLine had previously helped Hydro-Thermal implement ACT! to manage its sales process.



Customer

Hydro-Thermal Corporation

Industry

Manufacturing

Location

Waukesha, Wisconsin

Number of users

39

Product

Sage SalesLogix

Scenario

Manufacturer of liquid processing equipment wants to streamline its process from sales through aftermarket service

Solution

Implement Sage SalesLogix with guidance, training and support from the TopLine Results team

Outcome

Improved efficiency, a wealth of new sales opportunities and increased profit

To tackle the new CRM challenge, TopLine Results recommended implementing Sage SalesLogix CRM software. SalesLogix offers a look and feel that is familiar to users of ACT! while adding mission-specific management capabilities:

- A support module which links a successful sale to the engineering, manufacturing and installation of a finished product
- A system to track each unique serial number for products and associated data for blueprints, engineering data and customer correspondence
- An easy-to-use follow-up mechanism to contact customers regarding replacement parts, contract renewals and product updates

Do-it-yourself freedom

Implementation of the new SalesLogix system was a cooperative arrangement by choice for Hydro-Thermal, Brent Strache stated. "I wanted to do as much of the work as possible myself," he recalled, "so it was important to have an organization like TopLine that I felt I could work closely with." The TopLine Results team developed system design recommendations and implemented the database solution with synchronization via file-transfer protocol (FTP), along with training for Hydro-Thermal staff. Group training was augmented with one-on-one SalesLogix instruction for members of the Hydro-Thermal customer service team.

Peace of mind was a key reason for utilizing TopLine Results rather than buying and installing on their own, Mr. Strache noted. "I'm pretty self sufficient," he said. "For me, the difference is knowing that there's somebody out there to help. I like the assurance that someone is willing to come running whenever there's an emergency. That's what TopLine does for us...they're a backup resource that can always find a way to get the job done."

"TopLine Results is there when we need them."

- Brent Strache, Network Administrator

Growing long-term benefits and ROI

While converting from ACT! to SalesLogix took only a few days, the benefits have continued in the 2½ years since the changeover took place. "Every year we've been opening up new opportunities for improvement," said Jim Zaiser.

Thanks to the data gained from SalesLogix, the company added a salesperson dedicated solely to aftermarket sales of replacement parts and equipment upgrades. "Using SalesLogix has enabled us to be proactive," Mr. Zaiser added. "Not that many companies in our industry are proactive, which really gives us a competitive edge."

Implementing SalesLogix has also given Hydro-Thermal an advantage in company profits. Aftermarket sales have grown by a compounded 23% over the last two years. Use of aftermarket products has doubled from 15% of the customer base two years ago to 30% today. Before SalesLogix, the customer service staff made 150 outbound calls to existing customers per year. They are

now averaging 1250 calls annually, with the addition of only one staff member.

"This year we plan on integrating our sales forecasting with our production planning process," according to Jim Zaiser, noting that the integration will yield dividends in both operating efficiency and in the flow of management information for Hydro-Thermal's strategic planning. "SalesLogix really offers us a global advantage; and TopLine Results's support has given us the confidence to make the most of it."

ABOUT TOPLINE RESULTS CORPORATION

TopLine Results Corporation is a customer relationship management (CRM) consulting firm specializing in ACT!, Sage CRM, Sage SalesLogix and Microsoft Dynamics CRM. Our services include software sales, implementation, hosting and training.

TopLine Results also develops custom applications such as the popular ACT! add-on product, TopLine Dash. Headquartered in Wisconsin, with offices in Chicago, Indianapolis, St. Louis and Los Angeles, our mission is to empower companies with customized CRM solutions which increase sales, marketing, customer service and overall business effectiveness.

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