

Manufacturer Credits Microsoft Dynamics CRM for Improvements in Sales and Customer Service

“Within the first week of making the Microsoft Dynamics CRM application available, it was like someone put additional lights into a light fixture and the place just brightened up.”

— Dan Harrison, Vice President and Treasurer, Addressograph Bartizan

Like most companies that sell a product that has reached the maturity stage, Addressograph Bartizan, the world’s leading provider of credit card imprinters, sought to broaden its sales mix by selling additional complementary products to its existing customers.

However, the company’s efforts were hampered by a pair of legacy systems that didn’t provide easy access to customer information. In addition, the company lacked a centralized location for customer data, which often led to inefficient customer service and missed sales opportunities.

With the assistance of its Microsoft Certified Partner, VOX Wireless, Addressograph Bartizan implemented Microsoft Dynamics CRM. As a result, the company is realizing many benefits, including ready access to customer information, faster order processing, increased sales, and higher job satisfaction levels.

SITUATION

Addressograph Bartizan, with sales offices in the United States, Canada, and the United Kingdom, and with a manufacturing plant in Kitchener, Ontario, Canada, is the world’s leading provider of credit card imprinters, which are devices used by merchants to capture credit card data during the sales process. While Addressograph Bartizan in the past year has sold imprinters in 122 countries worldwide, the product line has reached the maturity stage of its life cycle. In many regions, especially North America, imprinters have largely become a backup to electronic point-of-sale systems.

With imprinter sales slowing, Addressograph Bartizan sought to focus additional resources on selling supplies related to the sales-capture process, such as sales vouchers, ink rollers, and card-reader cleaners. Unfortunately, Addressograph Bartizan’s efforts were constrained by a pair of legacy systems that didn’t provide easy access to the information the company needed about its 50,000 customers. The company’s primary business software solutions consisted of a legacy Qantel ERP system that dated to the early 1980s and a home grown database system used primarily for data capture and order entry.

Because information was stored in various places—including legacy systems, paper files, and personal databases—the company experienced difficulty finding and retrieving customer data. After taking an incoming call, Addressograph Bartizan’s sales representatives often had to put down the phone, get up from their desks, and either retrieve paper files or access one or both of the company’s order entry systems to learn more about the caller. Even then, the process was cumbersome and time-consuming. “Our legacy system only allowed an alpha search on the customer database, and our supplemental system only added the ability to sort on customer number and city,” says Dan Harrison, Addressograph Bartizan’s Vice President and Treasurer. “In a database as large as ours, these searches returned many records and were very ineffectual.”

In addition, Addressograph Bartizan’s customer service representatives spent so much time manually tracking down customer data, they often missed prime opportunities to upsell or cross-sell additional products to callers. And because of the lack of centralized customer data, Addressograph Bartizan was unable to perform outbound telemarketing to its customer base.

Addressograph Bartizan set several criteria for selecting a new customer relationship management system. The new solution had to be user-friendly, be able to import data from the company’s legacy systems, and provide a centralized location for all customer information. It also needed to be accessible to the company’s U.K. sales office and its remote sales people in the U.S. In addition, the solution had to help Addressograph Bartizan mine its database for information that could be used to increase sales of imprinter-related supplies. The latter requirement was particularly important because it would allow Addressograph Bartizan to broaden its sales efforts by creating a telemarketing department. “We wanted to be able to look at customers who hadn’t bought related supplies lately so we could proactively sell to them—as opposed to just waiting for them to call us,” Harrison says.

SOLUTION

Addressograph Bartizan evaluated a number of solutions in addition to Microsoft Dynamics™ CRM. The company looked at Salesforce.com, but found it too expensive and wasn’t willing to turn over its critical customer data to a third party. “The 50,000 customers we have in our database are our company’s most valuable asset,” Harrison says. “We wanted total control and security of that asset.” The company also looked at ACT!, and Maximizer, but found neither to be as full-featured as Microsoft CRM.

The company called on VOX Wireless, a Microsoft Certified Partner based in Ontario, Canada, to assist in all phases of the Microsoft Dynamics CRM implementation, from process mapping to software optimization, piloting, training, data migration, and deployment.

VOX used Scribe Insight, from Scribe Software, based in Bedford New Hampshire, to capture Addressograph Bartizan’s legacy data and migrate its 50,000 customer records and 180,000 historical transactions into Microsoft Dynamics CRM. “The process took approximately one week and went relatively smoothly,” says Peter Bolger, Vice President of Sales and Marketing at VOX Wireless.

VOX deployed Microsoft Dynamics CRM Sales Professional, which sits atop Addressograph Bartizan’s existing Qantel ERP system. When customer orders are received, they’re entered into the Qantel system. Then, each night, Scribe Insight automatically imports the updated information into Microsoft CRM.

Customer information is available to Addressograph Bartizan’s 27 Microsoft Dynamics CRM users, who represent virtually every department of the company. For example, the company’s engineering department uses Microsoft Dynamics CRM to ensure that orders are configured properly. “An imprinter is like a car,” Harrison explains. “You need to specify all the options you want it to include, such as colour, company logo, and myriad other features.” Using Microsoft Dynamics CRM, the company’s engineering department ensures that a customer’s imprinter is manufactured with the exact features specified.

In addition, Addressograph Bartizan’s finance department uses Microsoft Dynamics CRM to track the creditworthiness of potential customers. The company’s sales representatives use it to pursue leads and monitor sales progress. The customer satisfaction department uses Microsoft Dynamics CRM to track, follow up on, and solve customer service issues. And the

company's marketing department uses it to manage programs for developing new leads and new marketing initiatives to existing customers.

BENEFITS

Addressograph Bartizan began reaping the benefits of Microsoft Dynamics CRM almost immediately. "Within the first week of making the Microsoft Dynamics CRM application available, it was like someone put additional lights into a fixture and the place just brightened up," says Harrison.

Other benefits Addressograph Bartizan is receiving include the following:

Speedy Customer Lookups

Unlike searches performed in Addressograph Bartizan's legacy systems, Microsoft Dynamics CRM allows the company's customer service employees to perform searches on any data field, such as a phone number or ZIP code. As a result, employees are able to identify callers and immediately see their order history and other pertinent information on the screen in front of them.

Faster Order Processing

With rapid access to customer information, Addressograph Bartizan is now able to process three to four orders in the time it previously took to process one. "Microsoft Dynamics CRM has boosted the efficiency, organization, and professionalism of our customer service order desk," Harrison says.

Increased Cross-Selling Opportunities

In addition, with up-to-date customer information at their fingertips, Addressograph Bartizan's customer service employees know precisely which product customer are currently using—and which related supplies they may need. With that information, they can quickly cross-sell additional materials to incoming callers.

Broadened Sales Efforts

In conjunction with the Microsoft Dynamics CRM implementation, Addressograph Bartizan created an outbound sales department that is currently staffed with three telemarketing professionals. "Prior to having Microsoft Dynamics CRM, we just waited for the phone to ring." Harrison says. Armed with customers' product usage information from Microsoft Dynamics CRM, Addressograph Bartizan can now predict when customers are running low on imprinter-related products. The company's telemarketers then follow up with those customers with offers on the materials they need.

So far, the results have been impressive: Addressograph Bartizan's telemarketers are placing an average of 3,300 outbound calls per month, with approximately 10 percent of those calls resulting in sales. By comparison, a sales rate of 1 to 2 percent is generally considered very good in telemarketing circles. Harrison credits Microsoft Dynamics CRM with helping fuel the success of the telemarketing initiative. "By using Microsoft Dynamics CRM, we quickly know what product the company is using, when they're about to run out of it, and who the right contact person is," Harrison says.

In addition, Microsoft Dynamics CRM is helping Addressograph Bartizan expand its sales efforts by providing the company's sales representatives in the U.K and U.S. with remote access to customer account data and sales history. In the past, this information was available only in paper-based form.

Increased Job Satisfaction

Microsoft Dynamics CRM has helped boost the job satisfaction of many Addressograph Bartizan employees, especially those on the customer service staff. "With Microsoft Dynamics CRM, they're a happier group," Harrison says. "They're much less stressed because they finally have the information they need. That makes their job easier."



Addressograph Bartizan
www.imprinters.com

Addressograph Bartizan: A Case Study

Country or Region: Canada

Industry: Manufacturing

Customer Profile

Addressograph Bartizan, with sales offices in the United States, Canada, and the United Kingdom, and with a manufacturing plant in Kitchener, Ontario, Canada, is the world's leading provider of credit card imprinters. The company was formed in 2001 with the merger of three competing companies, and has about 90 employees.

Business Situation

Addressograph Bartizan sought a customer relationship management solution that could centralize customer data, help identify the needs of incoming callers, increase sales, and decrease order processing times.

Solution Description

Addressograph Bartizan deployed Microsoft Dynamics™ CRM and Scribe Insight to meet its needs for centralized information about its customer base.

Benefits

- Able to place 3,300 outbound sales calls per month
- 10% sales rate on telemarketing calls
- Able to process orders 3-4 times faster
- Increased job satisfaction

Please call your local contact

Duncan Macdonald

NEW ACCOUNT SALES - Eastern Ontario

PHONE: (613)-286-4024

dmacdonald@voxxwireless.com

Mark Richardson

NEW ACCOUNT SALES - QUEBEC

PHONE: 450-466-9508

mrichardson@voxxwireless.com

Jean Yves Aubé

NEW ACCOUNT SALES - QUEBEC

PHONE: 450-224-7284

jaube@voxxwireless.com

Kerry Wiebe

ACCOUNT MANAGER - Alberta

PHONE: (780) 439-4315

kwiebe@voxxwireless.com

Steven Bowles

SALES REPRESENTATIVE - Ontario

PHONE: (905) 954-1893

sbowles@voxxwireless.com

Mark Hughes

SALES MGR. - British Columbia

PHONE: (604) 463-6670

mhughes@voxxwireless.com

Ken Priestman

SALES REPRESENTATIVE - Ontario

PHONE: (416) 410-5746 ext. 162

kpriestman@voxxwireless.com

Vox Wireless
Creating people-ready businesses

www.voxwireless.com