

CUSTOMER SUCCESS



Sage SalesLogix Keeps Windy City Wire Wired for Success

Windy City Wire has been leading its industry with innovative cable management products and services since 1994. The company's flagship product, SmartWire™, has been saving temperature control, security, access control, fire alarm, and home automation contractors time and money on installations and service calls for years. The company is growing rapidly, and is on track to exceed 15 percent growth this year. Windy City Wire believes in the operating efficiency that technology can deliver, and it relies on Sage SalesLogix as its comprehensive customer relationship management (CRM) solution.

Support Your Growth Track

The company had been using Goldmine, but this contact management software was not capable of supporting the large user count the growing company required, nor did it provide the integration tools the company wanted. "Goldmine was just too slow in the end," says Bobby Jose, Chief Information Officer for Windy City Wire. "Plus we wanted to integrate with our phone system, our ERP (Enterprise Resource Planning) software, and incorporate other customizations that Goldmine wasn't capable of."

Windy City Wire hired a consultant to help them select the best solution. "We looked at Microsoft CRM, Goldmine Enterprise, and Sage SalesLogix," Jose recalls. "After a thorough evaluation, we selected Sage SalesLogix for its performance, customizability, and integration capabilities."

The consultant helped Windy City Wire to successfully migrate much of the company's data from Goldmine to Sage SalesLogix and brought sales history data from the company's ERP software into Sage SalesLogix as well.

Build Efficiency With Integrated Tools

Windy City Wire has successfully integrated Sage SalesLogix with both its phone system and its ERP software, streamlining business processes and boosting efficiency. "The integration capabilities of Sage SalesLogix are hugely important to us," says Jose. "The SQL database simplifies the integrations and makes it easy for us to customize the program."

Today, when a call comes in to Windy City Wire, the customer's Sage SalesLogix contact record is automatically loaded on the representative's screen. This is because of the tight integration with the company's phone system. A screen, developed as a PHP (Hypertext

Customer:

Windy City Wire

Industry:

Manufacturing

Location:

Chicago, Illinois

Number of Locations: 8

Number of Employees: 120

Number of Users: 80

System:

Sage SalesLogix

CHALLENGE

Windy City Wire was using Goldmine, but it was too slow, and the need to accommodate more users and integrate with the company's ERP software and phone system prompted a change.

SOLUTION

Sage SalesLogix delivers the scalability, flexibility, and extensibility Windy City Wire requires.

RESULTS

Order generation time was reduced from ten minutes to two minutes. Five minutes were shaved off the time it takes to make and complete an outbound call. Integration with the phone system saves time and boosts service levels. As a result of the time savings, the company is able to make more sales calls in a day.

Preprocessor) script, appears prompting the operator to record the reason for the call—offering selections such as personal, new opportunity, new order, or sample request from a drop-down menu. “We track statistics on the reason for our calls,” explains Jose. “It helps us understand why our customers are calling and how we can better serve them.”

If the caller is placing an order, a click of a button launches the ERP software’s order entry screen, with the customer information already loaded into the order. “It used to take us ten minutes to create an order,” says Jose. “We’re down to about two minutes now.”

If a caller is requesting a cable sample, a task is automatically created to remind staff to follow up with the customer after an appropriate period of time.

Make More Calls in a Day

As Windy City Wire staff members log into Sage SalesLogix each morning, they see a customized dashboard showing information vital to their workday. Each representative’s call list is displayed; they only need to click on a name to dial the number. The contact record is opened automatically so that notes and results of the call can be recorded.

“The call list saves five minutes per call,” says Jose. “Our representatives are taking—and making—more calls in a day than they were able to do before. And those calls are resulting in new business. With Sage SalesLogix we bought ourselves more selling time.”

Launch Targeted Marketing Campaigns

Windy City Wire has achieved its success due in part to its effective marketing campaigns. “With Sage SalesLogix we can run a query to find contacts in a specific range of ZIP codes, for example, who have made purchases over a certain dollar amount. We can then target that group with an e-mail blast or a direct mail postcard with a message appropriate to them.”

The company also uses the query tools within Sage SalesLogix to identify customers who have not purchased in a specified period of time and add them to the sales representatives’ call list.

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The result is better targeted communications that keep Windy City Wire top-of-mind with its customers and prospects.

Build a Customer-Facing Solution

Sales representatives in the front office are not the only ones at Windy City Wire utilizing Sage SalesLogix. Jose says that Sage SalesLogix is the starting point for every customer-related interaction. “Everybody uses it,” he says. “We deliver better service across departments when everyone knows the history of our customer interactions.”

As the accounting and service departments speak with customers they can e-mail or fax statements or RMA (return merchandise authorization) forms to contacts through Sage SalesLogix. The integration with Outlook ensures that every communication is recorded to the contact’s record.

“Sage SalesLogix is a mature, sophisticated, and stable product,” concludes Jose. “While it is complex behind the scenes, it is an easy-to-learn and easy-to-use CRM solution.”

If you would like to learn more about Sage SalesLogix, please visit www.sagecrmsolutions.com or call 1-800-643-6400 to speak with a representative today.



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