SyncSite Delivers A Picture Perfect CRM Solution For Konica Minolta

A Sage SalesLogix Solution

Customer Information:

Konica Minolta Printing Solutions

Headquarters:

Mobile, Alabama

Industry:

Office Equipment Manufacturer

Web Site Address:

www.qms.com

Software:

Sage SalesLogix

When two professional powerhouses join forces, the result is sometimes more than the sum of the parts. Such is the case at Konica Minolta Printing Solutions, a division of the newly formed Konica Minolta. Konica Minolta Printing Solutions supplies affordable, high-quality laser printers to distributors, retailers, and directly to end users.

Out Of Sync

To prepare for the merger, a thorny business problem needed to be resolved. The division had no Customer Relationship Management (CRM) strategy in place. Over 100 separate customer databases consisting of spreadsheets, single-user contact management software, and Access databases dotted the workstations and laptop computers of the 60+ member sales force. "We had leads and data all over the place," explains Terry Ellis, manager of business systems at Konica Minolta Printing Solutions (Konica Minolta).

Konica Minolta had an aggressive direct marketing campaign in place, involving mass emails and telemarketing. Yet without a centralized database, the campaign involved a tremendous amount of frustration and manual effort. In addition to the expense and inefficiency of these campaigns, there was simply no method of reliably analyzing the returns. It was clear to management that they needed a new sales and marketing automation tool, or they would significantly increase telemarketinging staff. "We saw a huge

Before SyncSite's CRM solution, Konica Minolta's marketing data was decentralized, making new marketing campaigns difficult.

need to consolidate our sales and marketing efforts to become more effective and efficient."

Ellis and his staff began by defining the goals of a CRM: consolidation of data, efficient campaign management, and automation of manual tasks. Next they evaluated several packages' features, capabilities, and costs against goals. "SalesLogix® came out ahead," recalls Ellis. A timely review in PC Magazine identifying Sage SalesLogix as Editor's Choice among CRM solutions supported their decision. As is turn out, SyncSite, the chosen CRM vendor, and Sage SalesLogix exceeded each of Konica Minolta's goals.

Data Consolidation

SyncSite's consultants prepared an import utility to merge the disparate databases into Sage SalesLogix. "This was a tremendous time saver for us," explains Ellis, "It allowed us to focus on the exceptions, such as records with conflicting email addresses."

One of the many benefits afforded by Sage SalesLogix is what Ellis refers to as a "coordinated sales effort". "Say an account executive planned to visit a distributor to introduce our products. Previously, they had no knowledge of what marketing may have been directed at that distributor before, and what — if any — response we got." Thanks to the centralized database afforded by Sage SalesLogix, account executives no longer need to make uninformed visits to prospects. Valuable information that increases the likelihood of sales is now squarely in the

hands of the account executive before they walk in the door.

In addition to the 30 in-house users of Sage SalesLogix, Konica Minolta also employs another 30 account executives throughout North and South America who require access to the database. Each of these remote users runs the Sage SalesLogix Remote Client on their laptop. Once a day, the remote users connect via the Internet and synchronize their databases. To reduce the amount a data involved in the transfer, these remote users subscribe to a pertinent subset of the main database including only accounts and prospects in their own territories.

Keeping The Campaign Promise

Using Sage SalesLogix allows Konica Minolta to complete efficient, automated campaigns. Once the tasks, processes, and activities involved in a campaign are set up, the campaign is executed. Hundreds of personalized email messages are sent automatically to a targeted list of prospects. "We can instantly see the return on investment from our campaigns—as important as knowing what works is knowing what doesn't, and Sage SalesLogix provides that information," says Ellis.

A recent campaign targeted those customers who had purchased a specific printer model five years ago. A personalized HTML email was created to introduce these customers to a new printer model offering updated features. Sage SalesLogix automatically identified the customers fitting the criteria and instantly sent 100's of email messages. As the recipients view the email, they can click on an interest button within the email which automatically schedules a phone call within Sage SalesLogix.

"We now launch elaborate, professional campaigns with very little time investment, and no added labor," says Ellis.

Automation

Sage SalesLogix has enabled Konica Minolta to automate many of the tasks that were once performed manually. A new web site promotes the benefits of Konica Minolta's VAR program to computer resellers. Resellers can sign up directly from the web site, an action that creates a new account record in Sage SalesLogix and triggers a whole series of activities. The account representative in the new VAR's region is sent an email to encourage a visit or phone call; the back office staff is sent an email to request legal documents and a VAR information packet be mailed.

A reseller portal, available from Konica Minolta's main web site, allows VARs to order product literature on line. Those orders create literature requests automatically in Sage SalesLogix, ready for fulfillment. End users too, can request further information from the web site, keying in contact information that Sage SalesLogix uses to create a new account. An acknowledgement email is sent to the customer, and a phone call is scheduled with Konica Minolta's sales staff—all automatically, courtesy of Sage SalesLogix.

Finding The Right Partner

Ellis is extremely pleased with the services received from SyncSite and compliments SyncSite's consultants on their high level of technical expertise and efficient organization. In addition, Ellis appreciated the strategic assistance SyncSite's consultants brought to the project by focusing efforts on reaching the goals in a fast and measurable way. "SyncSite does not just sell software—they sell success! They are committed to making our CRM project successful."

Thanks to Sage SalesLogix and SyncSite, Konica Minolta now reaches more prospects, shares more information, and closes more sales. In the year since Sage SalesLogix was implemented at Konica Minolta, the company has tripled sales to its direct customers without adding a single employee. "SyncSite is dedicated to the satisfaction of their customers," says Ellis. "I would definitely recommend Sage SalesLogix and SyncSite to anyone."

SyncSite, Sage SalesLogix and Konica Minolta—a successful combination.

KONICA MINOLTA

A Leading Manufacturer and Developer of Laser Printers

SyncSite is a premier provider of Customer Relationship Management (CRM) and Business Intelligence (BI) solutions. Our products and services allow companies to target opportunities that drive business, improve efficiencies, and positively impact the bottom line.

Our strategic, consultive approach to every project ensures a successful implementation that delivers tangible benefits from the start. Combining a high level of technical expertise, superior product knowledge, practical business experience, and proven deployment methods, SyncSite successfully enables companies in a variety of industries to manage their client data and leverage this information to enhance profitability and strengthen customer relationships.

SyncSite

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