

Syncsite Delivers a Solution to Bank on for BancorpSouth Equipment Finance



CHALLENGE

The separate instances of the company's contact management system provided zero visibility into its representative's sales and marketing activities.

SOLUTION

Syncsite implemented Infor CRM for BancorpSouth Equipment Finance, providing a single, cohesive view of the organization's sales and marketing efforts to both sales representatives and management.

RESULTS

The company has grown its portfolio without increasing staff, thanks to significant efficiency and productivity gains. Ability to analyze wins and losses is helping to improve close rates.



- **Client**
BancorpSouth
Equipment Finance
- **Industry**
Equipment Financing
- **Headquarters**
Hattiesburg, Mississippi
- **System**
Infor CRM™

BancorpSouth Equipment Finance is a division of BancorpSouth, one of the largest regional banks in the southern United States. The division provides financing to companies in the construction, transportation, marine, aircraft and other industries relying on revenue-generating equipment. On average, BancorpSouth books more than \$200 million in loans and leases each year. What gives this company its competitive edge? The comprehensive customer relationship management solution, Infor CRM, backed by the development and creative team at Syncsite.

GAIN THE COMPETITIVE EDGE

Syncsite customized Infor CRM to track yield history, such as the historical values of the prime lending rate and treasury bills. This enables BancorpSouth Equipment Finance to compare the rates involved in its loan transactions against these standard indexes. "We use this information to help us remain competitive in tight market conditions," Davis says. Before Infor CRM, Davis had no ability to query the calendars of his team to check to see what activities they had scheduled and their availability for meetings. Now Davis has complete visibility into his team's calendars. Reports detail the activities the team is engaging in and can be sorted by sales representative, by activity, or by date. "Before Infor CRM I felt like we were purely reactive. We had some

reports that gave us basic information, but with Infor CRM we have the tools we need to actively manage our accounts and opportunities."

OUTGROWING CONTACT MANAGEMENT

Until recently, BancorpSouth Equipment Finance used Act!™. A stand-alone copy of the contact management software ran on each of the sales representative's laptop computers. Chris Davis, Sales Manager at BancorpSouth Equipment Finance, recalls that while Act! was effective as contact management software, it did not provide the sales management tools he and his team need to actively manage their accounts. "Management had no way to determine which opportunities were open, the estimated value of those opportunities, and what factors were affecting our ability to close opportunities."

INVEST IN A LONG-TERM SOLUTION

At an industry conference, Davis spoke with a participant whose company was successfully using Infor CRM to manage its sales process, and he received a referral to Syncsite. "I liked Syncsite's approach from the beginning," says Davis. And I really appreciated the fact that they are local to us and had lots of experience converting companies from Act! to Infor CRM."

Syncsite Delivers a Solution to Bank on for BancorpSouth Equipment Finance (continued)

BANCORPSOUTH

"Syncsite was the major reason we decided to invest in Infor CRM." "With their knowledge, foresight, and development skills they were instrumental in the success of this project." Chris Davis, Sales Manager

MORE

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www.syncsite.net

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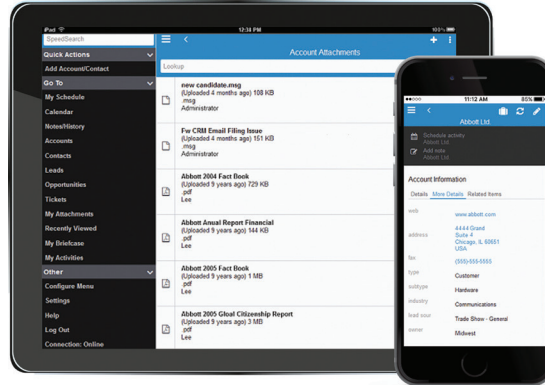
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ANALYZE WINS AND LOSSES

Quotes are generated directly out of Infor CRM. Syncsite added a customized Notes Panel where the sales representatives can record their reasoning behind the terms of the quote and the rate offered. "We are better at quoting than we used to be," Davis says. "These efficiencies are making us a stronger company." When an opportunity is lost, sales representatives can record the details of that loss in Infor CRM. This information is analyzed and used to help improve the close rates of future opportunities.



GO MOBILE

Recently Syncsite implemented the Infor CRM Mobile application for BancorpSouth Equipment Finance. This provides each sales representative with the ability to run Infor CRM on their hand-held devices. "It's convenient for them to have the customer information with them as they visit customer sites," says Davis. "Our sales reps have really hit their stride using Infor CRM Mobile; it's been a real plus."

DRIVE DATA ANALYSIS WITH DASHBOARDS

As a sales manager, Davis depends on current, accurate data about the opportunities his team is uncovering and the activities in which they are engaged. The Infor CRM Dashboard delivers real-time access to key performance indicators, including sales reporting, marketing campaign effectiveness, and service delivery performance metrics. The Dashboard helps Davis turn insight into action by allowing him to quickly analyze performance, diagnose potential problems, and identify new opportunities. By providing a single interactive location from which he can view and analyze performance metrics, Davis can keep his finger on the pulse of his busy sales organization throughout the day.

RETURN ON INVESTMENT

Davis says the efficiencies and power Infor CRM brings to the organization have allowed BancorpSouth Equipment Finance to grow its portfolio without the need to hire additional staff. "Our sales reps are more productive because they have all the information they need in their hands. Plus we require less administrative staff because the sales reps are able to access the tools they need on their own."

INVEST IN THE PARTNERSHIP

The decision to invest in Infor CRM has proven its worth, and Davis offers much of the credit for the initiative's success to Syncsite. "Syncsite was the major reason we decided to invest in Infor CRM," Davis concludes. "With their knowledge, foresight, and development skills they were instrumental in the success of this project. I place a high value on the working relationship we have with the Syncsite team — the company benefits everyday from our relationship with Syncsite."

About Syncsite

Syncsite is a premier provider of Customer Relationship Management (CRM), Field Service Management (FSM), Business Intelligence (BI) and Marketing Automation (MA) solutions. Syncsite empowers companies in a variety of industries to manage their business data and leverage this information to strengthen customer relationships and enhance profitability.



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