



Syncsite and Infor CRM Make a Splash at Biolab Inc.

CHALLENGE

Customer and sales-related data resided in Outlook and spreadsheets, rendering it useless for reporting and analysis, and vulnerable to loss when a sales rep left the company.

SOLUTION

Biolab selected Infor CRM for its broad functionality and attractive price point, and Syncsite for its commitment to implementing solutions, not simply software.

RESULTS

Sales reps have the customer data they need available anywhere, anytime. A single centralized database boosts productivity and eliminates duplicate data entry. Insight into sales related activity helps managers refine and improve the company's sales processes.



Biolab Inc., a division of KIK Custom Products, is an industry leader in the research, development and distribution of a range of products that provide clear water for pools and spas. With over 400 employees and locations throughout North America, Europe, Australia and South Africa, Biolab is a progressive, growing company that continually looks for innovative ways to add value to its business, employees and customers. Infor CRM, backed by Syncsite, is one tool that's helping do just that.

DROWNING IN INEFFICIENCY

Over the years, Biolab worked to implement Customer Relationship Management (CRM) software with little success. After phasing out an older CRM system when the technology became outdated, the company next tried a custom-written application built as part of its SAP® software implementation. "That just plain didn't work," recalls Steve Kucskar, Director of Sales in the company's Pro Dealer Division. "We invested a lot of time and effort, but it was too big an undertaking so we abandoned the project." Biolab then began relying on tools like Outlook® and Excel® to track its leads, opportunities and contacts. "While it was easy enough for our sales team to get the information into those applications, there was no easy way for anyone to

- **Client**
Biolab Inc., a division of KIK Custom Products
- **Industry**
Chemical Manufacturing
- **Headquarters**
Lawrenceville, Georgia
- **System**
Infor CRM™, Check-In, Advanced Analytics

get the information back out," says Kucskar. "Customer data was kept in multiple places and required a great deal of effort to try to keep it current and relevant. Plus, when a sales rep left the company, their data often went with them."

GET CRM DONE RIGHT

When KIK Custom Products acquired Biolab in 2014, the opportunity for a new CRM initiative presented itself. "KIK naturally wanted accountability and metrics from us, and was fully supportive of investing in the tools that would provide them," says Kucskar. "We knew the right CRM solution could give us what we needed, and make us a more effective sales organization." Biolab evaluated several leading CRM applications, including Infor CRM, Salesforce®, Microsoft Dynamics CRM® and Sage CRM® before ultimately selecting Infor CRM. "Infor CRM represented the best value proposition for us," says Kucskar. "It included the functionality we were looking for at a competitive price point. Also instrumental in our decision was the fact that a colleague had worked with Syncsite before and recommended them as a company that gets CRM done."



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Syncsite and Infor CRM Make a Splash at Biolab Inc. (continued)

BIOLAB INC.

"Infor CRM is flexible, adaptable and scalable, and Syncsite is a great partner to work with. They are responsive, conscientious and always available." Steve Kucskar, Director of Sales, Pro Dealer Division

MORE

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www.syncsite.net

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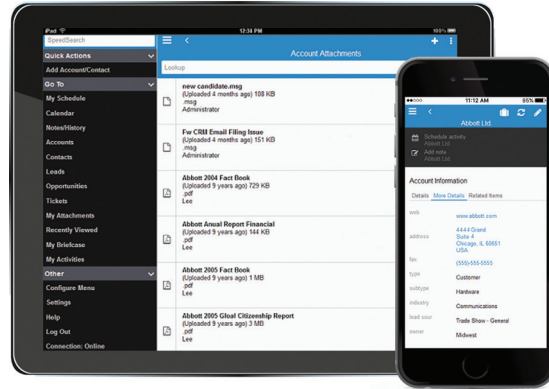
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CLEAR ANSWERS. CLEAN DATA.

Now the company's sales representatives record all account information, including notes, activities, calls, emails and visits in Infor CRM, building a unified, comprehensive database. "We've gained tremendous insight into our reps' activities," says Kucskar. "We can view call volume, opportunities, scheduled visits and much more. It's information



we simply did not have access to before, and we're using that information to hone and improve our sales processes." Data exchange between SAP and Infor CRM keeps customer data perpetually up to date. "This synchronization is very valuable to us," says Kucskar. "We now have one single database of customer data. It's our go-to place."

DIVE IN AND GET TO WORK

Biolab values its long-term relationships with customers, and sales representatives work diligently to nurture and grow those relationships. It was difficult,

then, when a representative left the company, as often the details of the relationships with his or her customers were lost. "Now all of that data is in Infor CRM, on our servers, backed up each day and accessible to the management team," says Kucskar. Infor CRM smooths the on-boarding of new company sales representatives. "They immediately have a database of the customers and prospects in their territory and can hit the ground running," says Kucskar.

MOBILE ACCESS PROMOTES PRODUCTIVITY

Biolab's 60-plus reps across North America access Infor CRM from their laptops, tablet PCs and smart phones. Kucskar says the feedback from the reps has been overwhelmingly positive. "They clearly see the benefit of having this information available to them from anywhere." Sales managers are similarly pleased with the solution. They now have insight into each of their reps' activities and can generate reports and queries detailing the calls made, visits scheduled and email messages generated. "They are also looking at what products the reps are discussing with customers and prospects. If we are running a promotion on a particular product, for example, we want to see that it's being marketed in the discussions our reps are having."

FOCUS ON THE SOLUTION

"Infor CRM is flexible, adaptable and scalable, and Syncsite is a great partner to work with," concludes Kucskar. "They are responsive, conscientious and always available." Steve Olinger, Biolab's Senior Vice President of Sales, appreciates Syncsite's approach to the project. "In our due diligence for selecting the best CRM solution, Syncsite impressed us with their focus on the solution versus the software. They spent time understanding our unique business challenges and developed solutions that best aligned with those unique requirements."

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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