

# Infor CRM - a Home Run for Hit Promotional Products

## CHALLENGE

Two prior CRM implementation attempts failed, primarily due to lack of integration with the company's ERP application. Sales reps had little access to customer and order data, and sales managers had no visibility into the activities of their reps.

## SOLUTION

Hit Promotional Products selected Syncsite as its CRM business partner. Syncsite had successfully integrated Friedman Frontier ERP with Infor CRM for other clients, and brought their skills, experience and expertise to this implementation.

## RESULTS

Order data flows in real time from the ERP to CRM solutions, ensuring everyone has access to the latest information. Automated communications keep customers apprised of their order's status. Return processing is streamlined, boosting service levels.



- **Client**  
Hit Promotional Products
- **Industry**  
Promotional Products
- **Headquarters**  
Largo, Florida
- **System**  
Infor CRM™, Tibco Spotfire, FrontierLink

A leader in the Promotional Products Industry for over 50 years, Hit Promotional Products is ranked among the top suppliers in the nation. A family-owned enterprise with international reach, Hit Promotional Products supplies customers throughout the United States, Canada, and the Caribbean from six strategic locations. When the company envisioned a modern, no-compromise CRM solution to help grow its business and boost service levels, it selected the talented team at Syncsite to make that vision a reality.

## IT TAKES MORE THAN A GOOD PRODUCT

"We had already attempted to implement two different CRM applications, Microsoft Dynamics CRM® and SugarCRM®, on our own without success," recalls Eric Shonebarger, Chief Information Officer for Hit Promotional Products. "We weren't able to integrate either of the applications with our accounting software, so user adoption suffered, and the initiatives failed." The company's ERP software can be difficult to use, requiring extensive training and frequent support. As a result, sales representatives did not have easy access to customers' orders, requiring constant back-and-forth communication between front and back office to determine status, expected ship dates, and to confirm pricing. "Our reps didn't have the ability to easily view orders, check order statuses, and track customer communications," explains Shonebarger. "Plus our sales managers

had no visibility into the activities of their reps." Despite the struggles, the company recognized the value a fully-functional, integrated CRM solution could deliver. "We wanted to empower our salespeople with tools they could use to better interact with each other and with our customers. Faster, more responsive service was a primary goal," says Shonebarger.

## PARTNER WITH A PRO

As a result of its unsuccessful CRM implementation attempts, Hit Promotional Products learned that while selecting the right software is important, selecting a skilled and experienced partner to help direct the implementation is even more important. "Syncsite introduced us to Infor CRM," says Shonebarger. "They had successfully integrated Infor CRM and other CRM applications with Friedman Frontier®, our ERP software. When they demonstrated Infor CRM's capabilities for us, it was clear that the software could meet our needs and that Syncsite could help us get where we wanted to go in a reasonable amount of time as well." Shonebarger has high praise for Syncsite's implementation approach. "They simply know what they're doing," he says. "They provided a dedicated project manager who understands how to create accurate specifications and then deliver on those specifications. Syncsite had us successfully up and running in a very short period of time."

# Infor CRM - a Home Run for Hit Promotional Products (continued)

## HIT PROMOTIONS

"Syncsite was an instrumental part of this project's success. They have the experience and expertise that allows us to draw the greatest return from our CRM investment."

Eric Shonebarger, CIO

## MORE

For more information on any of our products or services please visit us on-line at:

[www.syncsite.net](http://www.syncsite.net)

and follow us via:

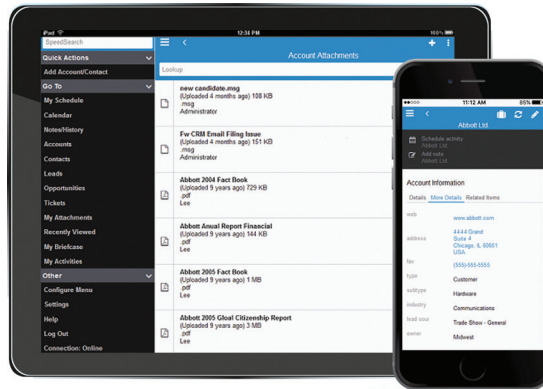
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## SINGLE SOURCE OF THE TRUTH

Syncsite integrated Hit Promotional Products' Friedman Frontier application with Infor CRM, developing procedures that run automatically, keeping the CRM application supplied with up to date customer and order information. Hit Promotional Products receives more than 2,000 orders a day. As the orders are entered into the ERP application,



Infor CRM is instantly updated with the details of the orders, enabling the company's 125 customer service staff members and sales representatives to quickly respond to questions. Automated email messages, generated within Infor CRM, notify customers that their order has shipped or that a return has been received. Customer communications such as phone calls or emails are associated with the customer record in Infor CRM providing a single source of information that staff members can refer to when assisting customers.

## BOOSTING SERVICE AND QUALITY

"Consistent, high levels of customer service are key to our success," says Shonebarger. "If we cannot deliver what our customers want within their time-frame, they'll take their business elsewhere. And good service goes beyond just being responsive; we want to be proactive by anticipating our customers needs and contacting them at the right time with the right offers. Infor CRM helps us grow and maintain high service levels that enable us to build the business." Should a problem arise with an order, staff members can collect details of the issue and generate a return shipping label directly from within Infor CRM. "We are now able to track the reasons for our returns, which helps us identify and correct potential product quality issues," explains Shonebarger. "Our customers appreciate our ability to quickly respond to and correct their issues."

## EFFICIENCY GAINS

"We've gained a tremendous level of efficiency," says Shonebarger. "By automating manual processes, eliminating redundant systems, and by sharing data throughout the organization we are able to be more proactive and responsive to both our internal and external customers." Next, the company plans to engage Syncsite to implement the mobile capabilities of Infor CRM, enabling the company's sales staff to access customer and order information from their mobile devices, anywhere and anytime. "Syncsite was an instrumental part of this project's success," concludes Shonebarger. "They have the experience and expertise that allows us to draw the greatest return from our CRM investment."

## 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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