



Syncsite Helps Jayco Drive Service to Even Higher Levels

CHALLENGE

Jayco lacked a formal system for managing its busy service operation, with no method for querying and tracking open issues. In addition, its sales team lacked the ability to access customer data while away from the office.

SOLUTION

Jayco selected Infor CRM for its solid reputation and functionality and the team at Syncsite for their vast experience with the solution and integration with Friedman Frontier.

RESULTS

Three separate, disconnected service applications were able to be replaced with Infor CRM. Support levels have improved thanks to quick and reliable access to customer and product data.



- **Client**
Jayco, Inc.
- **Industry**
Recreational Vehicle Manufacturer
- **Headquarters**
Middlebury, Indiana
- **System**
Infor CRM™, FrontierLink

Jayco, Inc. is the largest privately owned recreational vehicle (RV) manufacturer in the world. For 43 years, Jayco has been leading the industry, building the top-sellers and backing them with uncompromising service and support. The company takes great pride in its position at the top and constantly seeks ways to improve. One tool Jayco uses to help drive higher support levels is Infor CRM, backed by the knowledgeable team at Syncsite.

A SINGLE COHESIVE SOLUTION

"We had a home-grown system for tracking our support and warranty calls," recalls Jeff Killion, a business analyst and project manager at Jayco. "It was really nothing more than a place to enter notes. We had no ability to search the data or expand its functionality." Jayco was spurred into action when the server running the application became unsupportable. "We had spoken to Syncsite years ago about Infor CRM. It was clear that it was the right time to make the change." Jayco needed a cohesive and comprehensive solution for managing its busy service operations. Another priority was a solution that offered broad capabilities for use by the company's mobile sales force. Killion says, "We know that Infor CRM is a major player in this arena, and we had great confidence in the software. Syncsite has had

lots of experience integrating Infor CRM with Friedman Frontier®, our ERP application."

FLAWLESS IMPLEMENTATION

Syncsite proved to be an ideal partner in the implementation. In addition to the team's knowledge of and experience with integrating Infor CRM with Frontier, Killion says the Syncsite team took an ideal approach to the project. "They asked the right questions," he says. "And they made suggestions that we might never have thought of that vastly increased the usability and the benefit we receive from the software." The actual go-live of the new solution was right on schedule and went off without a hitch. "It was flawless," says Killion. "Syncsite was very thorough in their planning and execution, and Infor CRM is an extremely solid product."

STREAMLINE SUPPORT OPERATIONS

Infor CRM allowed Jayco to replace three separate disconnected applications. In addition to its support database, the company integrated warranty tracking and contact notes into the new CRM solution. Today, when a dealer calls in with a support request, one of Jayco's 60-member customer service team can quickly call up the pertinent details. "They can search by the dealer's name or number, or the vehicle identification number,

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JAYCO

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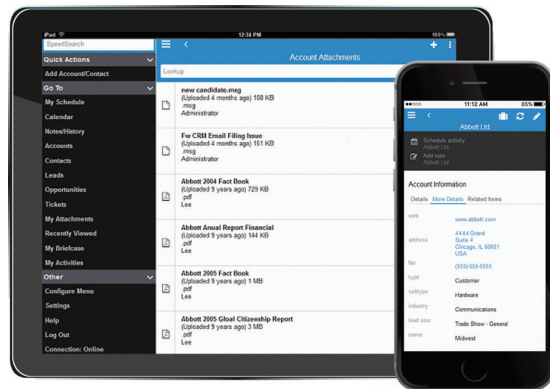
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or even the owner's name," explains Killion. "It is quick and efficient." Once a record is located, staff can see the entire service and support history of the vehicle, enabling them to rapidly assist the dealer with their questions and concerns. "This history is proving to be invaluable to us," says Killion. "We are able to monitor our performance in ways we never could before. We know the number of open calls, the average time of resolution, the nature of the



calls, the number and nature of calls by product model, and much more. We are using this information to improve not only our response times, but our products." Syncsite also designed an interface that transfers product and customer information from Friedman Frontier into Infor CRM. "Our customer service representatives then have access to account and contact information for our dealers, including open orders, account status, the serial numbers of the vehicles, and more," says Killion. "We have all the pertinent information when we pick up the phone. Not only can we provide faster

service, we can provide better service." Jayco is now working with Syncsite to implement a Web component that will enable the company's more than 350 dealers to log new support tickets and check the status of open calls themselves on-line.

TAKING INFOR CRM ON THE ROAD

The next step is to roll out Infor CRM to the company's salespeople. "Each salesperson will run Infor CRM on their laptop, so they have access to all of their accounts while on the road," explains Killion. "Syncsite has shown us the broad range of tools they will have at their disposal, including metrics comparing their dealers' performance to each other and from year to year." The salesperson's databases will be synchronized with the home office whenever they are connected to the Internet, ensuring they have access to real-time data concerning support calls.

BRILLIANT DESIGN

Killion appreciates that the integration as well as other customizations Syncsite implemented for Jayco do not modify the underlying code. "We wanted to avoid a heavy modified system that would be difficult to maintain and upgrade," he says. "Because of the way Infor CRM is designed, and the approach that Syncsite took, we have a system that is perfectly tailored to us, yet is easy to maintain and update. It's brilliant!"

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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