

"Having worked on various deployment projects within five divisions of O'Neal Steel over the past 25 years, I can honestly say that Fullscope provided one of the most comprehensive consulting and technical delivery services I've experienced to date."*

David Goff, Sales & Marketing Manager, O'Neal Steel

US steel manufacturer reduces customer response times by five days and achieves 6% sales growth

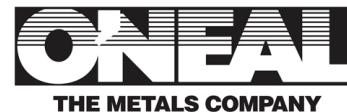
With the US steel market contracting in recent years in order to remain profitable and grow revenues, O'Neal needed greater visibility of customers, target accounts and pipeline information that could be shared across the group. The company needed a common platform for producing detailed, accurate analysis of business development and sales forecasts.

One of the divisions, O'Neal Steel, required a CRM solution that would bring field-based and internal sales representatives closer together to improve the flow of customer information between them. It aimed to save time on unnecessary sales administration and increase revenues per customer.

The company was using various spreadsheets and email systems to store customer information, which meant that methods for producing quotes, sales pipeline reports and maintaining customer engagement records were inconsistent across their 22 district offices. With no central system in place, responses to customer enquiries ultimately resulted in money being left on the table and target accounts being poorly nurtured.

The need for speed (of information flow)

External sales executives at O'Neal Steel liaised with customers and targeted new prospects. They produced weekly paper-based customer visit reports that were sent to O'Neal Steel offices in Birmingham, Alabama. Internal sales representatives and management would then respond to customer enquiries and handle all sales transactions. As the reports were always a week old, much of their time was spent dealing with incoming customer enquiries and chasing the external sales guys for relevant information. Chasing such information and responding to customers by phone was taking up about 15%-20% of their time.



O'Neal Industries is the largest family owned group of metals service centers in the USA and forms a group of companies that provide product and manufacturing expertise, with strategically located distribution facilities countrywide.

Key benefits:

- Cut customer response times by up to five days
- Increased number of sales calls by 15%
- Increased revenue by up to 6% in the first year
- Admin cut by up to six hours per inside sales representative, per week
- Overall market share up by 2% in the first year of implementation

Do it once, do it right

O'Neal Steel evaluated a number of CRM consultancies and chose to work with Fullscope, formerly Zero2Ten, specialists in Dynamics CRM. This was based on their portfolio of more than 1,000 successful projects, their efficient approach to implementation and their unique Adopt2Win training methods that empower customers to maximise the impact of CRM in their business.

After discussing overall requirements, Fullscope ran a workshop with internal and external sales representatives and management, gathering input on managing customer information, improving sales processes, making reports easier to produce and developing or nurturing accounts more effectively.

This information was passed on to field sales, who took part in the discussion about how to feed back customer information and how to monitor sales performance more efficiently, how sales and new business forecasts could be quickly prepared, and how to increase customer share of wallet.

Microsoft Outlook stored most of the customer contact information, so it made sense that the Outlook front-end plugin would sit on top of Dynamics CRM. Dashboards enabled sales executives to monitor and nurture target accounts, share real-time new and existing customer information, prepare sales and pipeline forecasts, and improve sales performance.

CRM super users from O'Neal Steel underwent Fullscope's structured program for administering, configuring and adapting CRM, known as Adopt2Win. Adopt2Win is available in two levels, Premium and Corporate, depending on the scale of our customer's CRM implementations. The Adopt2Win program delivers the perfect combination of proactive services and reactive support that is necessary to ensure our customer's CRM solution delivers on all the expectations of CRM users and executives from day one.

90 days promised – 90 days delivered

Fullscope committed to completing the implementation within 90 days and, after the initial modeling session, the baseline Dynamics CRM was built virtually for speed of implementation. Following several iteration reviews, CRM was integrated with the Microsoft Outlook plugin and mapped to other essential applications for the preselected test users. This was fine-tuned during the build phase, before the business data was imported and migration took place. The user community was already familiar with the Outlook interface and were looking forward to the project being completed so they could take advantage of the new system straight away.

Goff comments: "Fullscope claimed that the CRM would be live within 90 days. They maintained momentum and provided us with weekly progress updates that kept everyone enthusiastic."

Streamlined and swifter data flow

The implementation of Dynamics CRM was completed and, with internal and external sales teams better connected and with the flow of data streamlined between them, O'Neal Steel realized a huge increase in sales productivity and reduced time to value in existing and target accounts.

Internal sales personnel have spent an additional 15% of their time selling product to customers, instead of taking incoming calls that were chasing orders and actions, and they are now making outgoing customer calls in that time. External executives are spending more time with customers and, by sharing information with colleagues more quickly, are much more able to concentrate on nurturing target accounts.

Taking an InsideView

Fullscope also synced InsideView with the CRM. This enables O'Neal Steel to leverage real-time contact data and customer insights in Microsoft Dynamics. InsideView enriches lead-generation by giving access to more than 50 million companies and people, aggregated from 30,000 global sources. O'Neal Steel is now able to build lead lists based on both demographic data and timely news triggers. New leads are instantly synced with the CRM system.

In a recent campaign, O'Neal Steel identified 350 prospective leads. This was narrowed down to about 100 marketing-qualified leads and the sales team was able to qualify 95% of these using InsideView. The firm saved 66% of the time it would have taken to chase all 350 leads and used this time to focus on selling.

Sales boost and fine-tuned forecasts

Although the weekly sales call reports are still necessary, new account views mean that updates are visible straight away, speeding up the sales process and improving the customer experience. Dashboards and management reports are updated in real time and sales pipeline and opportunity forecasts are now much more accurate and efficient. Improved customer information flow and increased sales activity has resulted in some district offices showing a 6% increase in revenues. One of O'Neal's districts already ran a CRM system, and even at this office they have shown a 1.5% increase in sales revenues by adopting the new system.

Goff adds: "This is a fantastic increase in just the first year of using CRM. This represents an increase in our overall market share. We are also excited about how CRM will help us in the future. Our power users are already building new workflows and we are planning to create an interactive view to improve the flow of customer information even more."

About Fullscope CRM

Fullscope, formerly Zero2Ten, has shown hundreds of companies that CRM doesn't have to be difficult or expensive. We are the only Microsoft Dynamics CRM firm that combines deployment and a proactive user-adoption road map into a single 100% fixed-fee program. Fullscope has implemented more Microsoft Dynamics CRM Online solutions than any other Microsoft provider worldwide. We continually fine-tune our process and user-adoption programs to give you the maximum return on your CRM investment. This commitment to stay with you throughout your CRM journey has earned us the highest CRM customer retention rate in the business.