

Sage CRM helps shape a successful sales team at DSI



Customer

DSI France

Industry

Manufacturing

Location

France

Solution

Sage CRM

Background story

DYWIDAG-Systems International (DSI) specializes in accessories and products necessary for concrete structural work, supplying innovative products and systems for Construction and Underground Mining. It employs over 250 people throughout France, across 4 factories and 3 commercial subsidiaries.

These subsidiaries are: Technique Béton, which is dedicated to the chemistry of structural work; Mandelli-Setra (wedges, spacers, cones and forms); and DSI-Artéon (lifting and anchoring accessories). Indispensables, DSI products have become a necessity for construction site and represent between 0.5 and 1 percent of the overall value of a building site.

Challenge

DSI wanted to support its expanding sales team with a tool that would allow them to move away from a verbal culture to a more formal archiving system of retaining vital customer information.

Solution

In order to maintain and improve its relationship with over 10,000 site managers (customers), the company chose to equip its sales force with Sage CRM.

Results

Thanks to Sage CRM, DSI sales representatives now have access to vital information when needed meaning they are better equipped for site visits. Having a real-time dashboard of their performance indicators has made a positive difference to overall sales performance.

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Alexandre Gaillard
Director of Logistics
DSI France

Bringing about change

Alexandre Gaillard, Director of Logistics at DSI was set a very precise project by the Managing Director: “implement a CRM tool that allows moving from a verbal culture to a more formal archiving of expertise and practices”. Alexandre Gaillard speaks about some of the challenges facing DSI when choosing the right CRM solution.

“We have to be very present on the ground because the competition is fierce and often it’s the one who is timely that gets the order. Led by the patrons of the agency, our sixty salespeople each follow between 100 and 300 active sites.” One must realize that a project site can last 6 months for a small one and 9 months for a large one, not counting exceptional work sites. This is a lot of information for the sales people to remember so the need for a solution that could host this information was critical.

“Our salespeople are very much part of the construction culture, they have a hard hat and boots in their cars and are often ex-workers or former salespersons for tool companies. The sales force maintains this network of contacts (usually site managers). A major issue is knowing where the site manager is going after a construction project ends and how to keep them as a contact or inform an appropriate colleague if the next site is in another sales sector,” he says.

Reiterating the importance of maintaining this vital information Alexandre Gaillard says, “Even if the site managers were known to several salespersons due to the distribution of worksites, the company lost a part of its sales ‘memory’ when a sales representative left the company. The company was also at a disadvantage if the representative was ill or had an accident.” Key information was not available when needed. Therefore something needed to be done. DSI started collaborating at the beginning of 2013, looking at three main contenders for a CRM solution; Sage, Salesforce and a third participant. Sage CRM was the clear winner of the consultation.

Gaillard explains the reasons for choosing Sage CRM “We chose Sage for its adaptability, scalability and cost model: we wanted to buy the license and not a subscription for the year.” The

spring and summer of 2013 was a time of real ownership of Sage CRM, including interfacing with the DSI business management software and customizing of the vocabulary (e.g., DSI has no ‘opportunities’ ... but ‘construction sites’).

Key to success

Initially, sales management data was transferred to Sage CRM, then each sales representative was responsible for adding their information. Every night, during the operational phase, Sage CRM was updated by management, who provided information about all orders processed, newly created contacts, and new construction sites open and their first orders. Within a few months, DSI had access to vital customer information in real-time which it never had before.

After trialing the software on the DSI sales team, they were then ready to implement Sage CRM within its most popular subsidiary, Technique Béton. Gaillard explains, “In September 2013, we were ready to enter the operational phase. This involved getting the Technique Béton sales team and thirty other sales representatives up to speed with the product. To start, we chose to limit our requirements to three types of key information; entry and localization of contacts, qualification of construction sites (which is not done within the business management software) and of course the sales visit reports”.

At first the sales team were reluctant to start using Sage CRM. It was up to Alexandre Gaillard to try and persuade his team. Gaillard said, “Frankly, at the beginning, we had to convince the sales team of the importance of this implementation. They had to overcome the notion of control. In order to stress what was at stake, I started the training with a challenge: if you can list for me all your construction sites, I’ll give you 5,000 euros! Of course, nobody knows how to do it, but I can with the software.”

Now the team can appreciate having a real-time dashboard of their performance including monthly revenue, monthly margin, new customers, and new projects. “Three other features are also well received: tracking customers who do not send in their purchase orders (without these we cannot invoice), tracking of customers who

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DSI France

have not ordered for 15 days, and mapping component/route optimization (with the postal code of the department or the postal code of the city for the main population centers, I can edit the list of construction sites).” comments Gaillard.

The individual sales representative is the only one who can modify information concerning his or her sector, but all sales representatives have access to information within all of Technique Béton’s zone. That way, when a construction manager changes sector, the sales representative for the new sector can prepare his first visit using the records from the previous site.

A look to the future

Alexandre Gaillard has been very happy with the benefits that have come since the implementation of Sage CRM. He has encouraged all his sales force to spend some time every night, getting familiar with the software. “For the moment, the sales force are using Sage CRM in the evening at home, but we plan to equip them with smartphones very soon so that they can use their CRM during their travels close to the construction sites,” he says.

Gaillard notes the future plans for DSI France saying, “Since the Technique Béton test was very positive, we are beginning deployment at two other DSI subsidiaries, Mandelli-Setra and DSI-Artéon. From a strategic point of view, it’s a life-changer and it allows us to differentiate ourselves from smaller players.”

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

