

Tensar International streamlines complex sales process with Sage CRM



Customer

Tensar International Ltd

Industry

Manufacturing

Location

UK and regional offices in Europe, Middle East, China and Asia

Solution

Sage CRM and Sage ERP

Tensar International is a world-leader in the manufacture and provision of soil reinforcement and ground stabilization solutions. Internationally recognized certification, and all provide cost-effective, timesaving and lasting solutions to widely encountered civil engineering problems.

Background

Some companies are lucky enough to have straightforward sales cycles: call on customers, make offers, close sales. But in many others, especially those in engineering-related industries, sales cycles are more complex. Take the case of Tensar International, Ltd., a U.K.-based manufacturer of reinforcing polymer grids and meshes used globally in the construction of roads, railways, runways, and embankments.

“Our sales cycle is long, complex, and involves a great deal of collaboration between sales staff, project engineers, architects, contractors, and resellers,” explains Tim Oliver, Tensar’s eBusiness

manager. “Projects can begin with an attempt to get a civil engineer in one municipality to specify our products for a project, and proceed by involving a contractor from a different region who relies on a reseller of our products in yet another area. Throughout this project development cycle, an interval that could span several years, numerous individuals at each of these entities needs to be visited repeatedly by sales staff.

“As you can imagine,” he said, “relying on paper-based systems to keep tabs on all the people, companies, and government agencies involved—and all communications between them—can be quite complex and error prone. But by implementing Sage CRM, we have been able to create a consolidated resource for reliably tracking, monitoring, and evaluating all interactions with all individuals—and all content—associated with all phases of all projects.”

Challenge

Tensar International needed to automate its complex and long sales cycle that involved intricate collaboration across disparate roles and locations. Relying on paper-based systems meant processes and projects were more prone to errors and delays.

Solution

Tensar chose Sage CRM as the solution to manage its customer relationships. The solution helped streamline its processes and procedures and a workflow was implemented to guarantee that the sales process ran smoothly and effectively. The foreign

language and multi-currency support enabled Tensar to roll out the solution throughout the global enterprise.

Results

As a result of implementing Sage CRM, Tensar International has eliminated paper-based systems, improved sales processes and shortened the sales cycle. Management has more control and visibility on sales activities. The company achieved an ROI on Sage CRM in just 12 months.

‘Automated workflows now ensure that the right person is contacted at the right time and given the right information. As a result we’ve already made several sales that might otherwise have slipped through the cracks.’

Tim Oliver,
Tensor’s eBusiness manager

Project requirements

Tensor implemented Sage CRM after a careful evaluation procedure that began by gathering information from stakeholders in all functional areas of the sales cycle.

“Before making a determination about a solution, we wanted to completely understand what these individuals needed to improve productivity and boost performance,” Oliver said. “This process led us to identify several common issues, including a need to streamline information location and sharing processes, to automate project workflows, and to monitor performance at various stages of a project.”

After evaluating a number of possible alternatives, the company narrowed its search to a short list of three products, and from this group selected Sage CRM.

Sales automation

“Sage CRM was the only solution that addressed our requirements in all three areas—customer database, workflow automation, and content management,” Oliver states. “Plus, it offers foreign language and multi-currency support, both of which could be important as we continue to rollout the solution throughout our global enterprise.

Tensor has already implemented Sage CRM—which it calls the Tensor Sales Support System, or TS3, for short—in the UK, Germany, and Sweden and has plans to extend it to facilities in the Asia-Pacific region, the Middle East, and Eastern Europe by the end of the year. Already, Tensor is crediting TS3 with helping them capture new sales.

Workflows also ensure that all sales processes proceed smoothly, even when individuals are reassigned to different functional areas, or leave the company.

“By automatically triggering events that must be addressed, automated workflows essentially guarantee that an appropriate action is taken when it’s supposed to— regardless of who was originally assigned to perform that action,” Oliver says. “For example, if we issue a quote for a job, then a workflow will automatically be initiated that requires a credit check on the customer. If that credit check is not done, or if it does not meet expectations, then management is automatically notified before a contract can be issued.”

A return on investment

In addition to these benefits, Oliver points to the content management capabilities of Sage CRM. “Before implementing this system,” he recalls, “every person associated with project sales would send, receive, process, and store about 100 paper items per week—some of which had numerous pages. Since many of these were copies, maintaining any part of version control was problematic at best, and more often than not, just impossible. But now those problems are history because all content is stored and communicated electronically, so productivity has soared. This benefit, added to the automated workflows, and the ability to keep better track of customer data, will yield a complete return on investment in under one year.”

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

