

# SalesLOGIX<sup>®</sup>

## Success Story

### CRM deployment helps MAN drive sales effectiveness

“SalesLogix was the most proven Sales Force Automation and Customer Relation Management solution on the market place.”



#### Key Achievements

- Significant customisation achieved to incorporate the features and functionality of MAN's bespoke quotation application
- SalesLogix used for sales forecasting and customer-buying behaviour models
- Centralised synchronisation server allows salespeople to download latest customer data to their laptops every day

#### Customer Profile

- Industry: Commercial vehicle manufacturer
- Established in 1897
- 29,000 staff and sells over 54,000 trucks and buses every year
- Target to grow market share to around 15% over next three years
- 70+ SalesLogix users

With the ambitious goal of raising its share of an intensely competitive market, commercial vehicle manufacturer MAN needed a way to better target its sales and marketing efforts and build upon the loyalty of existing customers. Within the first year of deploying SalesLogix, business functions from sales, marketing and logistics are benefiting from a wealth of timely customer information, and MAN Trucks & Bus (UK) Ltd. is firmly on track to fulfil its sales ambitions.

MAN has been providing commercial vehicles for over 80 years. From its beginnings in 1897 as the producer of the world's first fully operational diesel engine the company is now a leader in the European motor vehicle industry, employing 29,000 staff and selling more than 54,000 trucks and buses every year. In the UK, the company has quickly built a reputation for providing a winning combination of quality, reliable commercial vehicles, professional service and solid customer support.

Maintaining a leading position in a market that is close to saturation point is no easy task. Many of its competitors are seeing market shares slide, but MAN intends to buck the trend by growing its share by 4% in the next three years through

increasing sales and building upon the loyalty of its existing customers. With the success of this strategy depending upon the effectiveness of its sales and marketing activities, the company has implemented leading CRM solution SalesLogix from Sage CRM its UK sales team and enable its head office to gain a detailed understanding of its customers' needs.

#### Capturing and analysing information from the field

MAN has a force of highly skilled sales professionals that directly manage relationships with its commercial customers, but believed that it could do more to support these sales people out in the field. In particular MAN needed to deploy an IT solution that would ease the day-to-day tasks of the salespeople so that they could focus on strategic selling, as well as proactively help them to manage their customer relationships.

The company wanted to ensure that the chosen solution would enable an individual sales person to feed the wealth of information they captured about their customers back to head office for more detailed analysis.

Mark Marshall, Sales Operations Manager at MAN, said, "When we compiled our

specification we realised we were looking for more than a standard sales force automation product. We needed a full CRM solution, but one that could also be customised to incorporate our bespoke applications. And we wanted the supplier to demonstrate that the product had the potential to incorporate any e-commerce initiative that we might develop in the future."

He continued, "SalesLogix was the most proven SFA and CRM solution in the marketplace and it had that built-in flexibility to be tailored to our specific requirements - plus we loved its user-friendliness. Interact Commerce had a clear roadmap for the product, so we could see how it would continue to support us as we progressed our e-commerce plans."

### **Business Partner ensures SalesLogix success**

MAN called upon the expertise of one of the Sage CRM's, Business Partners to project manage the CRM implementation. The aim was to incorporate all the features and functionality of the company's bespoke quotation application, developed in Microsoft Excel, into the core solution. This enables a sales person to access any of 110 vehicle configurations within the CRM system and work through automated wizards to add features requested by a customer to the standard vehicle to produce an instant quote.

With the customisation complete, the Business Partner masterminded the deployment of the solution to 15 users at MAN head office in Swindon and at each of the company's six regional centres across the UK, as well as installing the software on the laptops of MAN's 55-strong remote salesforce.

Marshall said, "This was a significant IT project for MAN and one that impacted every area of our business. They rolled out SalesLogix smoothly and helped us to train our staff and encourage ready acceptance of the new way of working. The training they provided was excellent and meant that just two of our staff were able to train all 70 users of the system. Even given the user-friendliness of the solution and its synergy with popular Microsoft applications this was an incredible

achievement.

### **Winning customers and building loyalty**

MAN's direct sales force now uses the CRM system as a complete sales management tool. The software helps sales staff to manage their customer accounts proactively, with scheduled prompts that flag up to salespeople when to get in touch with a customer based on previous information, as well as provide recommendations for the next stage of the sale process. SalesLogix also enables standard orders for vehicles to be automatically authorised. For complicated sales, such as bulk fleet orders, SalesLogix alerts the centre that the order requires the attention of a senior sales representative, so that the customer is given priority attention.

Marshall said, "SalesLogix is undoubtedly helping our sales people to clinch deals more quickly and assuredly than previously. They can listen to the customer's requirements and use the software to instantly quote for and order a vehicle or fleet that exactly matches what customers need."

He continued, "Crucially, the solution is able to recognise when an order requires preferential treatment. Customers with large commercial fleets, for example, are often the most profitable for MAN and the ones we are keen to keep loyal to us. It ensures that we maximise those opportunities."

Every day each salesperson dials up a centralised synchronisation server to download new customer data from the company's main SQL Server database into the CRM application on their laptop, and upload information captured during the day. This keeps the salesforce up-to-date with any changes to customer information, whilst ensuring that all data captured in the field is fed back to MAN's head office staff for analysis and generation of management information.

Marshall said, "With the SalesLogix solution and Sage CRM Solutions



Business Partner expertise our sales people now have a tool that helps them at every stage of the sales process, as well as their everyday tasks - but the solution is also having an impact on every department of our organisation. With the information we capture from the field, logistics staff are able to forecast customer demand more accurately and set and meet tighter deadlines for delivery. And marketing now has a wealth of information they can use to identify trends and understand customer-buying patterns in order to produce better-targeted campaigns."

### **Supporting proactive marketing**

The CRM solution is expected to play a key role in assisting MAN with the launch of its latest commercial vehicle, the TG-A. The Business Partner is currently adding the truck to the list of possible configurations available within the software, and ensuring that it will prompt the salespeople to record all relevant information that arises from a discussion and order of a TG-A truck.

Marshall said, "The TG-A is to be our flagship vehicle and we will need to understand very quickly how it is succeeding in the market. If sales fall lower than we project we will need to know what is happening in the field to see what corrective action we can take. If sales boom, we will want to know what we're doing right so we can replicate it."

He concluded, "The CRM system gives us that vital window into what is happening at the sharp end - so that we can better support our sales team, better understand our customers and fine tune our marketing. That's what will keep us strong and growing in this aggressive sector."