Our customer

Hydronix is the world's leading manufacturer of digital microwave sensors for moisture measurement in process control industries.

The challenge

The search for an effective Customer Relationship Management (CRM) Solution for Hydronix began four years ago when Jason Laffan, the Managing Director, recognised that the company needed a tool to enable it to build and share corporate knowledge across the enterprise.

Whilst individuals were managing their own contacts and communications effectively enough through the usual collection of Outlook inboxes and Excel spreadsheets there was no 'bigger picture'. Routine tasks were tedious and time consuming and important customer information was not easily shared or accessible.

The solution

Knowing that there was likely to be some initial reluctance on the part of users to adopt a centralised database, it was essential that the system chosen would not deter users by being fiddly and difficult to learn.

With offices in the UK, Germany and the US and a large multi-tiered reseller channel to support, Hydronix needed a web-based solution with multi territory and currency support. Sage CRM ticked all the boxes in this respect. Because workflow is critical to the processes in place at Hydronix, it was essential that the Sage CRM system offered strong capabilities in this area with an interface that was easy to use and adapt to their developing business requirements.

Jason Laffan states that
"This is a decision that we have not regretted now that the enquiry level has significantly increased again, and personally I have found it to be a completely invaluable tool when I am working from outside the office. Even people who were reluctant to adopt the system, saying that it would just make their job more difficult and time consuming are now happily using CRM and are even providing suggestions on how to customise it to make their jobs easier."

Customer profile

Established in 1982 and with over 50,000 systems installed worldwide, Hydronix is the preferred choice for manufacturers in the concrete, aggregate and asphalt industries. Its continued success in reducing cost and waste is leading manufacturers in animal feed, grain, sugar and other industries to incorporate Hydronix sensors into their own systems.

The benefits

The implementation was scoped into distinctly phased sections. Firstly, the data was migrated from

Outlook to Access and a huge cleansing exercise was undertaken so that the new system would be populated with accurate, de-duplicated data. The immediate benefit was that users were quickly able to find up to date and accurate contact information stored in one place.

The next phases involved designing and building workflow elements to guide and support the sales process. Leads are assigned and passed out to the various tiers of resellers in different countries automatically by email (one click) and are then acknowledged back. Custom screens show all leads that have been passed out to a particular recipient and all the opportunities that they have generated.

Hydronix were able to take ownership of their new system quickly following a three-day administrator training course.

Melany George finds the administrative functions of Sage CRM easy to navigate and, in particular, comments that "The WYSIWG interface is of real benefit as it is easy to configure a new field or change a screen on the fly allowing the system to adapt quickly to any changes requested by the business teams".

User adoption came earlier and with more ease than expected. This is largely attributed to the fact that Sage CRM is incredibly easy to navigate from day one. Indeed, Melany George reports;
"the German team started to use the system competently from the outset before they had been provided with any formal training – all we needed to do was have a phone chat to give them some basic guidelines on our own customisation of the system." Initially, the security in Sage was fairly locked down as the individual territories were nervous about allowing each other to have access to their respective data sets. However, as teams have realized the benefits of sharing data this security has gradually been relaxed. Having much needed access to vital information has made everyone's working lives easier. Users can now go on holiday and relax in the knowledge that their peers can manage their accounts in their absence.

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The next phase in the project was to provide the customer service and support team with access to Sage CRM. From this perspective, it's very helpful to be able to see which resellers encounter issues with which of the five very technically complex products that Hydronix provides. Neal Cass who manages the support side of the business explains: "The data derived from the support system can be used to identify if there are genuine issues with a particular product or whether it's simply a case that more training is required"

As the UK office deals with support from all over the world, a screen has been developed which gives a read only link into the repairs system. Anyone can now see the status of any repair in real time and no longer have to wait for the UK to 'wake up' to update them. The marketing team at Hydronix have benefited from being able to see exactly where their budget is going. Whenever a lead is converted it is now clearly visible where it derived from and it is possible to measure the return on investment from each trade show and event attended.

The future

The latest phase has built a link with the Lakeview accounts database to show account balances, credit limits and drill down to invoices.

Solution overview

- A web-based system which supports multiple countries and currencies.
- Quick and efficient installation and easy customisation to meet the customer's needs.
- An easy to use system which has led to good user adoption.
- Powerful workflow supports the sales process.

About Sage CRM

Award-winning Sage CRM delivers full suite CRM (comprising sales, marketing and customer service automation) and offers a broad range of functionality with a low TCO to small and mid-sized organisations globally. Sage CRM equips sales, marketing and customer service teams with the tools they need to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where customers, partners and prospects choose to interact with your business, Sage CRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships.

Thanks to its ERP integration capabilities, the Sage CRM front-office is powered by data from the back-office to give sales, marketing, customer service and other front-office staff a true 360 degree view of customers across front- and back-office functions, differentiating it from many other CRM solutions in the market today.

TO LEARN MORE ABOUT SAGE CRM, PLEASE VISIT WWW.MARDA.CO.UK