

Goodway Technology Corporation Improves Customer Service with Oncontact Software

Cleaning system manufacturer maximizes CRM solution to increase sales



Goodway Technologies is a leading manufacturer and marketer of industrial cleaning maintenance equipment for the HVAC and power generation industry. The company sells directly to more than 125 countries in North, Central and South America, Europe, the Middle and Far East, Africa and Australia.

Goodway is known for developing close relationships with its customers to meet their needs and develop products and accessories to match their applications. With an in-house direct sales team of 20 people and a database containing more than 210,000 contacts, it is crucial for the team to have access to all its business data to maintain and grow these relationships.

In hopes to improve productivity and create more visibility for its sales team, Goodway decided to implement a customer relationship management (CRM) program. However, problems began to emerge after its initial solution was deployed. The software was not stable or flexible, and became a burden for its sales team rather than a source of support.

"We outgrew our initial CRM solution in less than a year," said David Walsh, senior vice president of sales and marketing, Goodway. "It was clear that we not only needed a solution that could support our database and increase productivity, but a solution that could grow with us as well."

Best Solution on the Market

After the array of problems Goodway faced with its initial CRM solution, the company was not quick to dive into another solution. David Walsh spent more than a year extensively researching more than 125 products to ensure that Goodway's next solution would complement the company and provide a return on investment.

"Oncontact CRM was clearly the best fit for our company," Walsh said. "No other solution came close to offering the customization, flexibility and support to help us grow our business."

Seamless Transition

In June 2004, Goodway implemented Oncontact Software's Oncontact CRM solution, a complete front-office application suite for the sales, marketing and customer service areas designed for mid-market companies. Oncontact CRM provided Goodway with the user-friendly, flexible solution needed to meet the company's specific needs.

Typically, switching a CRM solution is time consuming and involves an extensive learning curve for an organization's employees. This was not the case with Goodway's transition to Oncontact CRM. Within two weeks, sales team members were experts with the software. The transition was smooth, allowing for the team to stay on top of their accounts without making it apparent to their customers that they were going through an internal renovation.

Challenges

- Outgrew initial CRM solution in less than a year
- Needed a solution to support their database, increase productivity and grow with the company

Solution

Oncontact CRM provided Goodway with the ability to automate its business and increase productivity. Goodway has the option to make modifications to the system as necessary to ensure that the solution will continue to evolve with Goodway's success.

Results

- Within 2 weeks sales team became experts in Oncontact CRM
- Ability to tailor the solution increased employee's productivity
- Team is able to receive a 360 degree view of what is going on with a customer at any time

“With a smaller company, a CRM solution has to be user-friendly, flexible and have the ability to grow with the company. Oncontact always has been just that.”

- David Walsh,
Senior Vice President of
Sales and Marketing
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"I was extremely impressed with how fast the sales team was able to pick up the software," Walsh added. "Oncontact made the transition as seamless and stress-free as they possibly could."

Increased Customization and Flexibility

With Oncontact CRM, Goodway is now able to specifically tailor the solution to meet its employees' needs to provide top customer service. It has enabled the company to create and implement an unlimited number of new screens to enhance its processes and increase productivity in a short period of time. In addition, Goodway has the option to add, delete or modify functions including controls, toolbars, tabs and query frames for precise customization.

Before implementing Oncontact CRM, the sales team had to launch an additional program to view back office information such as a customer's recent activity, billing records, sales history, etc. This program was confusing and not user-friendly. Now, with Oncontact CRM, the team is able to create individual customer screens allowing a sales person to simply click on a tab to receive a 360 degree view of what is going on with a customer at any time.

Also, Goodway was able to customize a screen specifically for its production department to provide an easier, immediate view of its inventory and out-of-stocks. The screen is tailored to change colors to reflect item stock shortages, giving employees visibility to pertinent data. In addition, it refreshes every five minutes to provide a real-time view. The increased visibility has allowed Goodway to improve efficiency across the company and provide better customer service.

"Since deploying Oncontact CRM, many of our previously complicated processes have become uncomplicated," Walsh said. "It is now easier for the team to create quotes, produce mailing pieces and coordinate sales projects. Oncontact CRM has already paid for itself."

Enhanced Support

In addition to the increased functionality, Goodway also experienced an increased level of support from Oncontact's support team. To date, all issues or problems have been fixed immediately. Goodway never feels out of touch with the support team and knows that an Oncontact team member will always be on call to troubleshoot any problems as soon as possible.

"The support from Oncontact is fantastic," Walsh added. "I rely on them to keep my sales team happy, and I am assured that help is always only a phone call away."

Growing into the Future

Overall, with Oncontact CRM, Goodway has been able to automate its business and increase productivity. The ability to make constant modifications to the system ensures that the solution will continue to evolve with Goodway's success.

"Oncontact has become my business partner," concluded Walsh. "With a smaller company, a CRM solution has to be user-friendly, flexible and have the ability to grow with the company. Oncontact always has been just that."