

## Rytec Corporation Builds Structured Business Processes with Oncontact Software



Rytec Corporation, the nation's leading manufacturer of high-performance doors, serves the industrial, commercial, pharmaceutical and cold-storage environments. The company provides 25 highly specialized doors, all manufactured to address specific operational and environmental challenges. Each door has the ability to open and close extremely fast, up to 80 inches per second.

Rytec prides itself on delivering superior sales, customer support and technical assistance through its national offices and a network of local dealers throughout North America. To continue to provide the best service possible, Rytec decided to deploy a new customer relationship management (CRM) system. Its previous solution went bankrupt and could no longer provide the support or upgrades Rytec needed to continue to adapt to changing times.

"Our previous solution was functional, but it was becoming extremely archaic," said Tom Blackstone, systems administrator, Rytec. "To put it into perspective, it lacked fields for e-mail addresses and cell phone numbers. It was clear that we outgrew the solution and needed a new, innovative system that could continuously grow with our business."

### Customization Capabilities Influence Decision

In 2005, Blackstone began researching multiple CRM solutions and participated in in-depth interviews with several different providers. As part of the review process, he visited Oncontact and was immediately impressed with the flexibility of their CRM solution which caters specifically to mid-market businesses. He enjoyed the fact that the program was ready to use out-of-the-box, yet had the ability to be customized exactly to Rytec's liking. Further, because the sales team is dispersed across the nation, the fact that each user could have a stand-alone database that syncs with the master database was ideal. This enables all users to have access to up-to-date information in real time.

"I found the flexibility of Oncontact's solution to be second to none," explained Blackstone. "If we want to customize any part of the solution, Oncontact can do it. It provides us with the enhanced tools and visibility our previous solution lacked. In turn, we are more productive and efficient."

### Improved Customer Service

Rytec purchased Oncontact Software's Oncontact CRM in March of 2006 and began customizing it to complement the customer service team's business processes. By June, the company's existing database was converted to Oncontact CRM and all customer service representatives were up and running on the solution. The team now uses Oncontact CRM on a daily basis to track all activity including shipments, installations, the warranty program and any incidents that may occur in the process. It also logs all incoming and outgoing email and phone communication. The team has much more visibility to client accounts and has the information needed on hand to answer questions or solve problems immediately.

### Challenges

- Outgrew previous system.
- Lacked fields for emails and cell numbers.
- No upgrades available.

### Solution

Oncontact CRM provided Rytec Corporation with the flexibility to use the application out-of-the-box.

### Results

- Dashboard provides each rep with the information needed to turn leads into sales
- Created a standard sales process to ensure all pertinent information is saved.

**“I can’t say enough great things about Oncontact’s support team.”**

- Tom Blackstone  
Systems Administrator  
Rytec Corporation

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"The customer service team liked using Oncontact CRM immediately because it gave them a lot more bells and whistles," said Blackstone. "They appreciate the flexibility of the system and now have all of the fields necessary to log vital information."

**Building a Structured Sales Process**

Oncontact's support team worked with Rytec for close to a year to create a logical flow that matched the sales team's daily business routine. The dashboard was configured concisely to display each representative's opportunities and leads on the main screen. It also houses the specific details of each prospect. This provides each sales representative with the information needed to turn leads into sales more efficiently. Further, the solution was configured with the ability to link multiple representatives to a single sale and include the portion that each person is responsible for. Now, if any inquiries arise, team members can identify the proper person to contact.

Because its previous CRM solution was so archaic, it was no longer a mandatory program. However, since implementing Oncontact CRM, it is now mandatory that all representatives use the solution to track communication, leads and opportunities as well as run sales reports. They are also required to log all quotes and upload the schematic drawings that display the measurements of the door to the system. This creates a standard sales process and ensures that all pertinent information is saved in the system and can be retrieved immediately to address any questions or concerns.

"Thanks to Oncontact CRM, we now have a structured sales process," said Blackstone. "Previously, each sales representative had their own personal way of selling doors, some would write up their own version of a quote while others would handle the process verbally. Now, we have an effective process in place that enables sales reps to maximize sales. On the operations side, we have the peace of mind knowing that all transactions and quotes are documented accordingly."

**Evolving the Solution**

To date, Rytec continues to customize the solution to meet its business needs and to support new developments within the organization. Further, the company is always looking for ways to improve the system to help its staff work as efficiently as possible. "The way we utilize Oncontact is still evolving to this day," said Blackstone. "We are always updating screens and adding new features to enhance our service levels."

In the near future, Rytec is looking to expand the solution beyond the customer service and sales department to support its marketing efforts. The company's goal is to design a module where marketing staff can update important information that will be visible to all employees. For instance, after a tradeshow, marketing staff will have the ability to upload distinct details about the show, including the layout of the booth, what products were displayed and what collateral was handed out to attendees. This information will be essential for sales representatives when they follow up with potential show leads.

**A Prompt, Responsive Support Team**

Because Rytec's previous solution lacked any support, selecting a vendor with a helpful support team was a critical component of the decision making process. Blackstone has been pleased with the prompt response time and effectiveness of Oncontact's support team.

"I can't say enough great things about Oncontact's support team," explained Blackstone. "I've worked with them now for more than three years and have never been disappointed. Even when I have an issue outside of the software realm, they have come to my rescue. They are responsive, patient experts."