

Infinity Info Systems & CRM Streamlines Sales and Field Service Operations for Sultan

Founded in 1872, Sultan Healthcare is one of the world's leading manufacturers of dental materials, infection control products, preventives and oral pharmaceuticals. With three distribution centers located in Englewood, NJ, Ontario, Canada, and Amsterdam, Holland, Sultan supports its worldwide sales through distribution partners in seventy countries. Sultan Healthcare continuously maintains a robust research and development pipeline of new products and is currently launching five new products simultaneously.

The Challenge

With its sales and field service forces and customers scattered across the globe, Sultan needed to find an efficient means of organizing and updating data in real-time that could also be accessed remotely. Sales reps and distribution partners needed to know the status of sales, including the most up-to-date billing and inventory stats in order to quickly gain insight into a customer's buying history and payment schedule.

Sultan also needed to find a solution that would allow them to move away from their paper-based field service system which was outdated and cumbersome. Office employees needed to be able to quickly find and update information regarding complaints and share it both within the office and with the remote field service.

In addition, Sultan wanted to leverage their investment in Microsoft technology (email platform, accounting) and needed a CRM system that would work well with its existing infrastructure.

Solution

Sultan chose Microsoft Dynamics CRM because of its robust features, its ability to be rapidly deployed, and its compatibility with current technology solutions. Infinity Info Systems' experience with both Microsoft Dynamics CRM and global CRM implementations made them the logical implementation partner as Sultan moved forward.

To meet Sultan's complex needs, Infinity customized Microsoft Dynamics CRM by creating fields and modules that linked CRM to other systems and drew on information from accounting, inventory, and product history. Infinity organized this data into a single interface, streamlining the organization and presentation of information to the sales reps. Sultan's sales reps now had a 360 degree view of their customers at all times.

Infinity also created custom entities within the service module to help it fit their customer complaint process. In addition, checks were put in place to monitor the system and alert the necessary people when complaints were not being resolved.

What the Client Is Saying:

"The team from Infinity Info Systems helped our people feel comfortable with the new system and our company is now taking full-advantage of all of its capabilities. Infinity showed us the value and importance of having the right CRM system in place. We are now able to easily track the progress of all of our reps no matter how remote they are."

Jesse Robbins
Director of Information Technology
Sultan Healthcare, Inc.

Solution (continued)

As each part of the system was implemented, Infinity tailored a training session for Sultan's IT department to allow them to understand how their system worked. This in turn enabled them to train the sales force and office staff more efficiently. The customized training, along with Microsoft's intuitive interface that integrated with Outlook, helped increase end-user adoption of the CRM system. As a result, Sultan saw a quicker return on its investment as its employees quickly began utilizing the tools to organize and track all its essential data.

Results

Since the initial implementation, Sultan has experienced the following benefits from its new CRM system:

- Reps now have access to up-to-date customer information in real-time.
- Reps are now able to synchronize offline information regarding client meetings, phone and email conversations for greater efficiency on the road.
- Reps can see all activities and communication between the office and their customers, giving them up-to-the-minute information on their clients and key accounts.
- The office staff now has one central place for customer information leading to greater front office and back office integration and more efficient inventory management.
- The regulatory department can easily track trends in customer complaints and change the product accordingly.
- The status of a complaint can be determined instantly leading to enhanced customer service and field service execution.

For more information on Infinity's solutions, please call or visit us online.