



# SyncSite Delivers Sage SalesLogix Integration and Customization for Fowler Productions

## A Sage SalesLogix Solution

### Customer Information:

**Fowler Productions, Inc.**

### Headquarters:

**Norman, Oklahoma**

### Industry:

**Audio/Video Distribution**

### Web Site Address:

**[www.fowlerinc.com](http://www.fowlerinc.com)**

### Software:

**Sage SalesLogix**

The nation's churches are changing the way they deliver their message. More and more churches employ multimedia elements in their services. In today's wired church, projection systems, VCRs, stereo speakers, cameras, wall-mounted screens, and paging systems are commonplace. In 1992, a Baptist minister and his missionary colleague founded Fowler Productions specifically to design, market, and install turnkey presentation and broadcast video systems in churches across the country. The company has enjoyed phenomenal growth, attributed both to the evolving trend in churches and to Fowler's impeccable customer service and quality ethic.

### The Challenge

Fowler employs a highly trained and experienced consulting sales staff. Its consultants are available to provide on site evaluations for prospect churches. Its technicians often work with architects and contractors during the construction of a new church to design a system, and return after the sale to install, configure, and train. Every system is backed by a money-back guarantee, a generous warranty, and 24-hour customer support. A comprehensive and conscientious business philosophy like Fowler's demands customer relationship management (CRM) software capable of handling every aspect of the pre-sales, sales, and support processes.

Until recently, Fowler did not have such a solution. Stand-alone ACT! by Sage Contact Management databases were scattered throughout the organization. Each salesperson had a piece of the larger customer puzzle, but there was no way to obtain one cohesive view of a customer's ac-

tivity. Lengthy proposals were prepared manually and when sold, invoices and the list of items sold were keyed into the accounting system. No support tracking system existed—staff relied on paper notes. Fowler's staff knew that their disjointed system wasn't working. They further realized that implementing a full-scale solution would require customization to address many of their unique requirements. Fowler purchased Sage SalesLogix, primarily for its powerful integration and customization tools, but lacked the in-house ex-



Sage SalesLogix gives customer service staff the information they need to provide excellent customer support.

pertise to fully integrate and customize their solution. Michelle Carey, director of operations at Fowler, recalls "It didn't go well. While we were able to share a common database, we didn't get a real solution and ended up with little more than what we had."

### Cinderella Story

Carey met SyncSite's consultants at a CRM conference and discovered that the company's approach goes far beyond selling CRM software. From comprehensive needs analysis, through implementation, integration, customization, training, and on-going support, SyncSite focuses on delivering a turnkey CRM solution. Carey explained the situation Fowler was in and heard the words she longed for—"We can do it." Fowler hired SyncSite to re-implement Sage SalesLogix, create necessary customizations, and train the staff to maximize the usability of the system.

"It was a real Cinderella story," says Carey, "SyncSite was there at our lowest moment and turned our situation around. They studied the way we did business, uncovered the ways we

needed the software to work, and then made it happen!”

### Professional Proposals

SyncSite customized the order entry form in Sage SalesLogix, adding the data fields specific to Fowler’s industry needs. Using this feature, salespeople create comprehensive, professional proposals and orders, many up to 15 pages long, which include full product detail. “We want to convey professionalism with each customer contact,” explains Carey. “We want to show our customers and prospects why they should buy from us. The expert communications and stellar service we deliver reassure them that we’re not a small-time operation, but a professional organization staffed by experts.” When the proposal is sold, the items can quickly be added to the account’s Products tab in the Sage SalesLogix Support system, ensuring the support staff has immediate awareness in the event of a support call.

### Customization Addresses Unique Needs

SyncSite’s consultants customized Sage SalesLogix to suit Fowler’s specific needs. United Parcel Service shipping rate tables were integrated into the proposal system. An interface to an address-verification application lets staff validate an address and change it to match US Postal Service requirements at the touch of a button. A feature Carey refers to as the “magic button” displays all of the components and additional items associated with a projector, such as lenses, lamps, and mounts along with associated pricing. Staff can instantly add all selected products to the order. “This feature saves us valuable time, and ensures that we are recommending complementary items.”

Fowler’s Web site is integrated with Sage SalesLogix. When a prospect submits a contact form or price check online, a new account and opportunity are created in Sage SalesLogix and an email notice is sent to the appropriate salesperson for follow-up.

### Support

Support staff can efficiently create, update, and monitor support tickets by recording the status, urgency, and nature of the issue, and track the time-to-resolution for each ticket. Each technician’s comments are stored for viewing and as issues are solved, the resolutions can be ar-

chived in the knowledge base for future reference.

The defect tracking capability of Sage SalesLogix enables Fowler to track potential quality problems. “We can analyze which products result in the most support calls, and what the nature of those calls is,” explains Carey. “If necessary, we can then go to the manufacturer with very detailed evidence of a manufacturing problem.”

Sage SalesLogix provides a complete picture of the interactions customers have with Fowler, enabling users to deliver superior service. “We surveyed our support clients after the implementation of Sage SalesLogix,” explains Carey, “And 9 out of 10 of them reported that they enjoyed their service experience.”

### Accounting Integration

Sage MAS 90 ERP, also a Sage Software product, powers Fowler’s back office. SyncSite coordinated the interface between Sage SalesLogix and Sage MAS 90 ERP. Sales orders generated in Sage SalesLogix flow to Sage MAS 90 ERP for invoicing, and Sage SalesLogix users can view credit limit, open balance, and other pertinent fields from the accounting system. Inventory items maintained in Sage MAS 90

ERP flow to Sage SalesLogix for inclusion on proposals and orders. “Accounting software is for accountants,” says Carey, “but Sage SalesLogix provides customer-centric data and handles all the front office tasks at Fowler.”

### A Company-Wide Solution

Virtually all of Fowler’s staff of 80 uses Sage SalesLogix—front desk staff looks up an account and routes the phone call to the appropriate salesperson, mailroom staff performs literature fulfillment requests, marketing department manages campaigns, sales department generates proposals, shipping clerk fulfills orders, technical support staff tracks support calls, accounting department staff researches orders, and the management team receives up to the minute statistics—an invaluable business tool for all.

With a fully implemented CRM solution, Fowler is well positioned for continued growth and success. Carey and her staff couldn’t be happier, “SyncSite made all of this happen.”



Fowler’s solution integrates sales, marketing, support, and back-office accounting.

SyncSite is a premier provider of Customer Relationship Management (CRM) and Business Intelligence (BI) solutions. Our products and services allow companies to target opportunities that drive business, improve efficiencies, and positively impact the bottom line.

Our strategic, consultative approach to every project ensures a successful implementation that delivers tangible benefits from the start. Combining a high level of technical expertise, superior product knowledge, practical business experience, and proven deployment methods, SyncSite successfully enables companies in a variety of industries to manage their client data and leverage this information to enhance profitability and strengthen customer relationships.



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