



SyncSite Delivers Shining Solution For Coverall Cleaning Concepts

A Sage SalesLogix Solution

Customer Information:

**Coverall Cleaning
Concepts**

Headquarters:

Boca Raton, Florida

Industry:

Global Franchising

Web Site Address:

www.coverall.com

Software:

Sage SalesLogix

Coverall Cleaning Concepts is one of the world's leading commercial cleaning franchise companies. The company's nearly 9,000 franchise owners service close to 50,000 customers in over 90 metropolitan cities. The company attributes its extraordinary growth and success to its outstanding network of regional support centers and franchise owners, all of whom are dedicated to serving the needs of customers.

To support its model of superior customer service, Coverall Cleaning Concepts relies on Sage SalesLogix and the support of Sage Software Business Partner, SyncSite.

"We compared different CRM packages and found that Sage SalesLogix delivered the best fit for our industry and sales model," says Ivan Sosa, IT Director for Coverall Cleaning Concepts. "Likewise, SyncSite has proven to be an ideal fit. SyncSite drove the rapid rollout from city to city, while providing valuable training to our staff."

Messy Problem

The company had been using call center software it had developed in house. The software worked fine until Coverall Cleaning Concepts altered its sales model. "We changed from primarily outbound telemarketing to face to face visits. To access our old software, you had to be in the office, so it was no longer effective for our outside sales representatives," Sosa explains.

To support the new model, the company utilized inside sales representatives to support each outside sales representative by han-

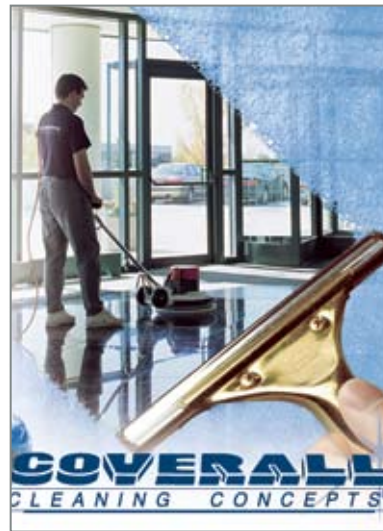
dling phone calls, scheduling appointments, and entering quotes and orders. "It was double the work," recalls Sosa. "Rather than having time to make sales themselves, our inside sales representatives were bogged down handling administrative tasks. We wanted a solution we could put in the hands of all of our sales force."

In addition, the outside sales representatives often kept notes about their sales calls manually, so this information was unavailable to man-

agement and the rest of the sales team. "We wanted all of our sales related activity to be stored and accessed centrally," says Sosa.

Find A Clear Winner

Coverall Cleaning Concepts began searching for a state of the art customer relationship management (CRM) solution capable of handling its new sales model. That solution had to allow off-line data entry because the outside sales representatives travel extensively and needed the capability to access information and work even when



SyncSite met an aggressive implementation schedule, rolling out Sage SalesLogix to 200 users in 23 locations in 90 days.

Internet access is unavailable.

Coverall Cleaning Concepts considered several alternatives including Salesforce.com, Microsoft Dynamics CRM, and Entellium but ultimately selected Sage SalesLogix for its ease of use, affordability, implementation speed, scalability, and ability to integrate with other business systems.

Speedy Implementation

"SyncSite was able to bring all 200 users in 23 offices on line within 90 days," Sosa says. "It was an aggressive time line, but they made it happen."

The conversion included importing contacts and history records into Sage SalesLogix from the legacy software.

“With this ideal combination of software and implementation expertise, we expect to achieve a full return on our Sage SalesLogix investment in the first year,” Sosa reveals.

Spotless Performance

Today, Sage SalesLogix is used by over 200 of Coverall Cleaning Concepts’ staff across 23 offices. Nearly 150 laptops carry the outside sales representatives’ sub-sets of the Sage SalesLogix database allowing them to be productive anywhere, anytime.

The outside sales representatives typically connect to the Internet at least once each day, to synchronize with the main database. Each representative is responsible for a territory defined by a Zip Code range, and the synchronization process only addresses those records, thereby minimizing synchronization time and the size of the remote database.

As for the inside sales representatives, Sosa says they have returned to revenue-generating activity, “Each representative can now schedule their own appointments, record results, and track their own progress against sales goals. We’ve reduced our administrative overhead significantly.”

Streamline Administration

Maintaining the CRM application on 150 laptops could be an enormous IT burden, but Sosa explains that thanks to the way SyncSite configured Sage SalesLogix, it is an automated procedure. “When our representatives connect, any software updates are pushed out automatically to the laptops, so we don’t have to individually update each computer.”

Fit The Business Model

Coverall Cleaning Concepts serves two distinct sets of customers and prospects—commercial cleaning customers and the franchisees that provide the service. The information Coverall

Cleaning Concepts must track and monitor for each set of customers is quite different, yet Sage SalesLogix easily accommodates both, and provides the single, centralized database of sales information the company envisioned.

Capitalize On Business Intelligence

The company is already capitalizing on the information it is capturing in Sage SalesLogix. By tracking the industry of each of its customers in Sage SalesLogix, the company was able to identify successful niches, such as medical office buildings, and

now works actively to promote its services to those industries where it enjoys the most success.

Support From The Pros

The company’s in-house technical support department received extensive training from SyncSite. The goal is to have Coverall Cleaning Concepts’ internal team provide the first line of support to the Sage SalesLogix users, and call upon SyncSite for complex questions or issues.

“SyncSite does a great job with the training,” says Sosa, “They are a great resource for us and are very supportive of our goal to become as self-sufficient as possible.”

Technology Investment Pays Off

The success of Sage SalesLogix has Coverall Cleaning Concepts looking to other ways in

which it can leverage the technology. The company now plans to have SyncSite integrate Sage SalesLogix with its in-house billing and customer service systems.

“Investments in technology have become a significant differentiator for us, which is not the norm for franchisors in the commercial office cleaning industry,” explains Sosa. “Sage SalesLogix has cost-effectively increased our sales team’s productivity in only a short time. We are penetrating our market faster and have become more cost competitive and service oriented based on the CRM process efficiencies.”



Coverall Cleaning Concepts’ technology investment in Sage SalesLogix allows it to be more competitive in its industry.

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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