

Noble Systems Makes the Right Call with Syncsite and Infor CRM

Noble Systems Corporation is a global leader in call center automation and communication technology. Headquartered in Atlanta, the company has more than 400 employees serving the North American, Asia Pacific, Central/Latin American, Europe and the Middle East markets. Noble Systems is a company whose mission is to help people communicate better and more efficiently, and to facilitate that same level of communication within its own operation, it selected Syncsite and Infor CRM.



Communication Breakdown

While a relatively young company, Noble Systems is experiencing rapid growth and expansion. And like many growing companies, the internal software systems that worked fine when it was smaller, proved inadequate and unsustainable as the company scaled in size. Karen Dedier, Director of CRM Systems at Noble Systems, explains how the company's lack of a comprehensive customer relationship management system hindered the very growth it was pursuing.

"Some of the company's sales representatives used Act!®, others a combination of Outlook® and Excel® and others a homegrown database application. Everyone tracked their piece of the business in their own way, meaning there was no single version of the truth, no centralized database of our sales and support activities."

The lack of consistency allowed too much opportunity for error and oversight, and required a tremendous amount of duplicate data entry and manual processes. "For example, when a new order came in, we'd create a new folder and physically walk that folder around to the various people that needed to sign off on it," says Dedier. "We were just too big and too busy for that."

Answer the Call

Noble Systems recognized the time was right to implement a full-fledged CRM solution. It initially evaluated ten applications, including Microsoft Dynamics CRM®, before selecting Infor CRM.

NOBLE SYSTEMS
CUSTOMER CONTACT TECHNOLOGIES

Client

Noble Systems Corporation

Industry

Call Center Solutions

Location

Atlanta, Georgia

System

Infor CRM

Challenge

The informal customer relationship and contact management tools the company had been using proved inadequate and unsustainable as the company grew and expanded.

Solution

Noble Systems selected Infor CRM as the solution that best met its needs, and Syncsite as its strategic business partner.

Results

A single view of customer and project data drives efficiency and effectiveness. Insight into the status of projects keeps them on track and profitable. Analysis of staff productivity helps the company manage work loads and bid projects more accurately.

Client Profile

“We selected Infor CRM both because we felt it best met our needs, and because we recognized that Syncsite was going to be a great strategic business partner for us.”

Karen Dedier, Director of CRM Systems

“We put together a team of individuals from all areas of the business and looked closely at our business processes and how we could improve and automate them,” explains Dedier. “We needed a tool our sales staff could use to log and pursue opportunities, support staff could use to resolve customer issues and that our consulting staff could use to monitor and track implementations.”

Infor CRM, represented by Syncsite, met those goals and more. “We selected Infor CRM both because we felt it best met our needs, and because we recognized that Syncsite was going to be a great strategic business partner for us.”

Access to Actionable Data

“The overall win here is the visibility we’ve gained into our customer data,” says Dedier. “We’ve got sales, support, and implementation data all together, accessible and available to those who need it.”

She has created numerous customized reports that deliver real-time actionable data to management and staff alike. One such report analyzes open implementation projects and details facts including start date, estimated completion date, percent complete, project budget and actual expenses. “This helps us proactively identify projects that may be slipping in schedule or budget and take early action to get them back on course,” says Dedier.

Dedier loves the ease in which she can customize Infor CRM, to track additional data elements for example. “I can add a new field and place it on a screen or report,” she says. “As our business grows and changes it’s good to know the software can too.”

Improve Processes

In addition to providing a single, centralized customer database, Infor CRM data is helping Noble Systems improve the way it bids and manages projects, to win more—and more profitable work.

“We’re able to analyze required staffing levels and the productivity of our team,” Dedier says. “By tracking our staff’s billable hours over a longer term, we learn about base productivity levels and this helps us better estimate projects and make more informed staffing decisions.”

With centralized access to its project data, the company can now monitor the real-time status and profitability of each project. “Before we began using Infor CRM to track and manage our implementations, we could easily go over our quoted number of hours before we were able to catch it,” says Dedier. “As a result, costs were often left unbilled and our implementations weren’t as profitable as they should have been. Now we can stay on top of our billed hours and send out alerts to the project staff when we’re close to our targets and our budget.”

A Partner in Success

“Syncsite has been instrumental in our success,” concludes Dedier. “Because they’ve had so much experience with CRM and companies like ours, when we call them with a question or a problem they know the answer. They are great communicators and work to keep us informed and educated on the software. I really feel like they are on our side, wanting us to succeed and helping us reach our goals.”

About Syncsite

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. 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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