

Steel Forgings Manufacturer Delights Customers & Enhances Profitability through CRM



Products

- Flanges: Rolled and Forged
- Tower Flanges for Windmills
- Rolled Rings
- Slewing Bearings and Gear Rings
- Self Enforced Nozzles and Hollow Flanges
- Blinds and Tube Sheets

Global Presence

India, USA, Europe, Africa, Middle East, South East Asia & Australia

Annual Production Capacity

>40,000 tonnes

Highlights

CHW Forge is a manufacturer of wide range of steel & aluminum forgings which find applications across diverse industries. It has earned a reputation for producing long lasting forgings of exceptional quality since its establishment – most of the times – Engineering to Order.

Well known for manufacturing carbon steel, alloy steel, stainless steel & duplex stainless steel forgings using the best raw materials, advanced machinery, modern production techniques and testing processes adhering to international benchmarks; CHW Forge is recognized by the Central Boilers Board as a certified 'Well Known Forge'.

An integrated company-wide Dynamics ERP system was already being used to bring accurate control on materials, production and inspections. However, lack of a system that provided visibility into sales pipeline, with clarity of sales stages, generated the need for an advanced information system to build and nurture close relationships with customers, and eventually translate into on-time deliveries, emergency orders handling, flexible customization capabilities and much more.

Testament to Alletec's proficiency with Microsoft Dynamics and its commitment to customer success, self-experienced in the process of implementation of Dynamics NAV, Share Point, BI & Mobility solutions, CHW Forge entrusted Alletec with the responsibility of deploying Microsoft Dynamics CRM and integrating it with the Dynamics ERP. The project was completed in a record time and resulted in positive impact on all parameters identified as the key result areas.

Business Situation

The customer base of CHW was extending across the globe & it was imperative that the services be aligned to the demands of the customers. With growing business volume, the contact or lead management system was becoming increasingly unstructured which resulted in business pains:

- No structured lead capturing mechanism existed. Spreadsheets maintained by individual salespeople were isolated from the team. This adversely affected the volume of new & repeat business while the competitors were performing relatively well. CHW's market leadership position was at stake. Inadequate visibility of sales processes caused limitation in management's ability to make win – loss analysis and adapt.
- Cross-functional communication was largely manual and heavily dependent on interpersonal relationships.
- At any given point of time, cohesive view of a customer's reports was unavailable. This prevented availability of accurate determination of sales earnings.

Alletec Business Solution

- Alletec recommended CHW to start using the standard CRM software to leverage the functionalities available with immediate effect. This implied shorter timelines for implementation and faster adoption within the concerned user group.
- Alletec deployed the solution, configured for CHW, trained users, and got CHW ready to use and gain from the deployment of CRM within 6 weeks.
- The CRM was also synced with its back-end systems for seamless flow of information across the organization.

Benefits

- CRM enabled invariable monitoring of leads & opportunities thereby ensuring minimum loss of customers & maximizing repeat customers.
- CRM-NAV integration bridged the gap in cross-functional communication & eliminated duplicacy of efforts.
- Focused customer service with information sharing at every layer of the sales process ensured transparency & customer delight.
- 360° view of customer reports helped determine the cost of sales & the cumulative earnings from individual customers.



Results

- Centralized repository of customer data.
- Clear contact points, prompt responses & effective support to customers.
- Improved customer satisfaction rate resulting in repeat sales orders.
- Accurate determination of sales order wise profitability.