



CASE STUDY

Dempsey Corporation

| INDUSTRIAL DISTRIBUTOR



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 **MAXIMIZER CRM**

Upgrade to Maximizer® CRM 11 streamlined customer service operations and empowered field sales team

A long-time Maximizer CRM user for contact management and sales force automation, Dempsey upgraded to Maximizer CRM 11 and implemented the Customer Service module as well as Maximizer Mobile CRM, enabling them to take advantage of the real-time customer service capabilities through browser and smart phone interfaces.

Implementation:

Dempsey has been a Maximizer CRM user for 15 years, upgrading to newer versions over the years. The version 11 up 11 upgrade and the implementation of Maximizer Mobile CRM was completed in May 2010.

Dempsey's Business Challenges

- Time-consuming manual tracking and handling of customer support cases
- No metrics on customer service performance
- Inefficiencies resulting from different groups using different systems
- Sales rep access to mission-critical information was limited to a laptop with an internet connection

Objectives

- Eliminate bottlenecks in customer service processes and track metrics
- Provide tools that enable inside sales to support customers
- Enhance field sales reps' access to timely information
- Improve communication between inside and field sales personnel

KEY BENEFITS

- **Streamlined customer service processes have resulted in increased efficiencies and faster response times**
- **Metrics show a significant improvement in timely resolution of customer service cases**
- **Field sales can now access critical information immediately via their smartphones**
- **Inside sales personnel are now able to make a significant contribution to customer service and satisfaction**

Dempsey Corporation – 15 years with Maximizer® CRM

Dempsey Corporation is a full service distributor of industrial specialty products across three divisions: food ingredients, specialty chemicals, and promotional products for personal care. Since 1954, Dempsey has met the unique needs of both customers and suppliers through superb customer service, product purchasing and customer support.

Dempsey distinguishes itself through its people; an exceptional team of technically trained and professional staff that is focused on responding to customer needs. Dempsey has been recognized as one of the top companies to work for by the Globe & Mail, Canada's national business newspaper enabling them to attract and retain top performing employees.

Empowering their employees with state-of-the-art tools to provide a full-service offering to their customers is a top priority. Dempsey has been using Maximizer CRM for contact management and sales force automation for more than 15 years and continues to use the solution because of its robust capabilities, their ability to maintain control of their customer database, and the excellent support they receive from Maximizer Software and their certified solution partner.

Dempsey uses Maximizer CRM to provide a central location for their customer and sales prospect information. All of their customer touches are recorded in Notes, which enables them to easily generate weekly or monthly reports for their suppliers. The Opportunity module creates pipeline reports on demand, which has been key for them. Previously, they had to manually track and consolidate stand-alone spreadsheets, which was so timeconsuming that the reports were frequently out-of-date by the time they were completed.

“The Company Library is fantastic. We use it as a major repository of technical data sheets that sales can access even while on customer calls” says Joseph Carpenter, Regulatory Affairs Manager at Dempsey. “We are building a complete library to provide one-stop shopping that can be accessed by Mobile CRM and will eliminate the need for reps to call the suppliers for information.”

Dempsey has also implemented real-time announcements on their users' Home Page. Important information or messages are made available to employees when they sign in, which has improved cross-company communication and focus.



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JOSEPH CARPENTER

Regulatory Affairs Manager at Dempsey





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JOSEPH CARPENTER

Regulatory Affairs Manager at Dempsey



Maximizer® 11 - Implementing Customer Service and Mobile CRM

A long-time Maximizer CRM customer for contact management and sales force automation, Dempsey upgraded to Maximizer CRM 11 and implemented the Customer Service module as well as Maximizer Mobile CRM, enabling them to take advantage of the real-time customer service capabilities through browser and smart phone interfaces. They currently have 42 Maximizer users and the results have been outstanding.

“Once, you’ve experienced the real-time and mobile capabilities, you can’t go back. If a customer calls with a service issue, a case is immediately opened and the appropriate personnel are automatically alerted to it right away. Inside sales can participate in customer service cases by initiating, adding or contributing to them. Field sales can respond

immediately with their smart phones. When we saw this capability in version 11, we jumped on it,” says Carpenter.

Mobile CRM has enabled the field reps to have access to information from their smart phones, allowing them to look up information to answer a customer’s question or modify their calendar immediately without having to find an internet connection or wait for their laptop to boot up. Inside Sales can access the Calendar module at any time and know where field reps are and how to reach them.

The Customer Service module has enabled Dempsey to streamline their customer service process, eliminating bottlenecks and inefficiencies. “Customer support issues are no longer funneled through one person and there is a greater sense of ownership throughout the company. When there is a customer complaint, everyone is made aware of it right away,” says Carpenter. “Without the Customer Service module, you can still email everyone but using a real functioning database that is designed for this purpose is a massive improvement.” As a result, Dempsey has seen significant improvements in customer response time and case closure rates, which they are now able to track and measure.

Future Plans – Utilizing Dashboard and Custom Reports

Looking ahead, Dempsey plans to implement performance Dashboards, which are pivotal to employees being able to track daily progress. “The key thing for sales reps is the ability to see where their activity is high or low, and where they need to focus,” says Carpenter. They also plan to build a series of specific custom reports that are requested from their suppliers.

About Maximizer

Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide network of certified business partners, Maximizer has shipped over one million licenses to more than 120,000 customers worldwide.

Our Customer



Dempsey Corporation

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