

Integrated CRM Improves Department Communication

Case Study: Mogul Manufacturing

CUSTOMER

Mogul Manufacturing

INDUSTRY

Manufacturing

FOUNDED

2008

KEY CRM NEED

Needed a server-based solution that would integrate with QuickBooks.

RESULTS PRODUCTS

CRM Business Suite

QuickBooks Integration

ABOUT MOGUL MANUFACTURING

Mogul Manufacturing is the Original Equipment Manufacturer for some of the largest names in the entertainment industry. From design to manufacturing, their reliable product lines are entrusted with protecting equipment around the world. Mogul's clients rely on their quality assurance, communication, and availability to produce items from many high-quality materials, including fabric, foam, plastic, wood, and even some specialty metal items.

BUSINESS CHALLENGES

Unsatisfied with Previous CRM. Mogul Manufacturing was working with a CRM package that did not integrate with QuickBooks and did not share all information between users.

Visibility to All Company Data. The entire Sales and Operations Departments needed to view customer information, regardless of who entered it. They also needed a way to provide visibility to the status of customer orders.

Centralized Information. Even though Mogul Manufacturing was using another CRM system, they felt too much information was on local computers. As they grew, Mogul needed to centralize all contact information and customer files.

WHY RESULTS?

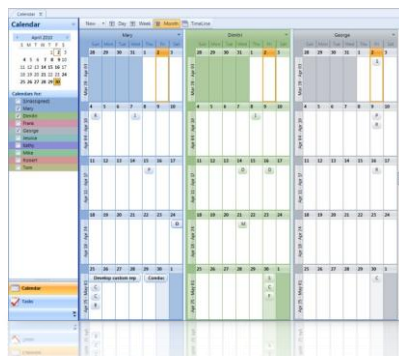
QuickBooks Integration. By integrating with QuickBooks, the Sales Department and the Operations Department have the visibility they need to up-sell current customers and to deliver on current orders.

Organized Information. The company has been able to respond faster to their clients by storing all vital customer information in one location. The Results Contact record is the one place they look for all customer data, including contact information, proposals, invoices, orders, emails and documents.

Affordability. Mogul Manufacturing needed a fully-integrated CRM at an affordable price point for a small to mid-sized company.

FAVORITE RESULTS FEATURE

Mogul Manufacturing uses the Results Calendar and Task Pad to schedule important meetings and tasks. The workgroup calendar allows the Sales Team to stay on top of their follow-up calls and meetings.



"By integrating with QuickBooks, we finally have a CRM package that provides up-to-date information on our customers. The Sales Department can easily identify up-sell opportunities and Operations can quickly view the status of any order."

Nathan Sindel, Vice President
Mogul Manufacturing