

Sage simplifies complexity at MVS Engineering



Customer

MVS Engineering

Industry

Energy and gas

Location

India

Solution

Sage CRM

Background story

MVS Engineering is India’s largest manufacturer of gas generation systems, supplying organisations across the globe with production units that typically sell for around 1.5 million Indian Rupees (€20,000). Complex products demand a complex sales process.

The firm had been using an online CRM package that was struggling to support its growing sales team. Each customer proposal is typically a 2-3Mb document; a big file to upload, particular if you find yourself in parts of India where broadband is slow and unreliable.

impractical to use the application as a one-stop source for all customer data, so the CRM function ended up an amalgamation of different processes, some electronic – typically Excel spreadsheets – others paper based. There was a need to rationalise the data and create a single repository for sales and management to gain better visibility of the sales pipeline and customer relationships.

The poor connectivity made it

Steps to improvement

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Siddhartha Rastogi,
Director of Sales and Marketing,
MVS Engineering

Challenge

An ineffective cloud CRM solution combined with paper-based processes and Excel spreadsheets made it hard for sales to stay on top of customer relationships.

Solution

Deployed on premise, Sage met the requirements of the business, providing a single repository for all customer interactions and a source for detailed reports.

Results

The sales pipeline is more efficient; reports give management better visibility, and with plans to integrate sales and manufacturing systems, Sage has given MVS a strategic direction for even greater business efficiency.

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When the search began for a solution, the key requirement was for a cohesive system that offered a single view of leads and opportunities, capturing records of all customer interactions, from phone calls to emails.

“We talked to a lot of vendors and consultants who wouldn’t commit to our requirement or simply couldn’t,” said Siddhartha Rastogi, Director of Sales and Marketing. “Sage India with Sage CRM was the exception.”

A better solution

After the firm’s previous experience with a cloud-based application, MVS was always going to deploy an on-premise business management solution – on a server in the company’s office.

“The cloud had outlived its purpose for us,” said Rastogi. “We wanted to host it in-house, from a security standpoint as well as speed of access.”

Of the firm’s 150 employees around 60 are licensed for access. The user experience was suddenly in real-time with no lag when you logged in. In an end-to-end process that is highly automated, the sales pipeline can be analysed instantly with follow-up actions assigned to different personnel.

Very quickly the company was customizing its Sage solution to fit its processes, adding new fields and setting up reports. “You can customize without having any programming knowledge, which is important because it means we can make changes without being dependent on an IT partner,” said Siddhartha Rastogi.

He also praises Sage for its easy interface, enabling his team to quickly get to grips with the new software. The learning curve was further helped by Sage India who did an excellent job of walking MVS through the product. There were never any major issues and people were happy to embrace the new solution.

Reaping the benefits

Efficiency has been the biggest benefit of their new Sage solution, according to Siddhartha Rastogi. Much better visibility of customer interactions has streamlined the sales process and

eliminated repeat calls. With a central repository capturing every interaction, sales people can focus on selling without getting bogged down in paperwork.

“Everything goes into Sage and everything is on screen,” he said. “They don’t have to do a lot of work in advance when they want to make a call – the customer history is all there in front of them.”

Rastogi contrasts this with the old system where he was often dependent on sales people remembering if a particular customer was “hot or cold”, because there was nothing on record. “In the past we had to go to three locations, different physical files, and hand scribbled notes,” he said. “Now everything is in a central database and a common repository. You can get the entire history of customer conversations at the click of a button.”

The ability to generate reports has also been a big benefit to the company. Accessed via a user-friendly dashboard, management are able to analyse customer information for the first time. “Sage is seamless. We can drill right down to the document level for each sale, giving us an efficiency that was not possible with our old processes,” he said. “We can see the kind of service we are providing to existing customers, or look at new enquiries to see the probability of closing a sale.”

Summing up, Sage has delivered everything the firm had hoped. “I am very satisfied; it has become integral to the organisation,” said Rastogi. “Every morning it’s second nature for sales people to come in, log in, and see what their day looks like.”

A look to the future

He is also excited about future plans to put Sage at the centre of a business integration strategy – “bringing manufacturing, accounting and sales together”. The aim is to invest in a Sage accounting solution that will seamlessly integrate with their existing Sage CRM solution. “If our sales people could check in and see manufacturing lead times and inventory they would be in an even stronger position when talking to customers,” he said.

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

