

Customer:

ABC Laboratories

Web Site:

www.abclabs.com

Location:

Columbia, Missouri

Industry:

Professional Services



Highlights:

- Upgrade to Dynamics CRM with multiple staged configurations
- Successful user adoption
- Integration with legacy systems

Contact us:

Turnkey Technologies, Inc.
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One of my favorite features of Microsoft Dynamics CRM is the dashboards. I was able to replace an 85-page report with four dashboards. My supervisor can pull the dashboards on-demand and immediately analyze trends. ”



- CRM Administrator, ABC Laboratories

The Company

ABC Laboratories (ABC Labs) delivers analytical expertise related to product development compliancy and testing services for the pharmaceutical, biotech, animal health, crop protection, consumer products and chemical industries. ABC Labs prides itself on delivering “better insight, better outcomes” to clients through development know-how, cross-disciplinary technical expertise, and applied experience with multiple regulatory frameworks.

The Situation

ABC Labs serves more than a dozen service areas that often cross into multiple markets. Within each service area are multiple products sold by ABC Labs that must be organized, updated and presented in a sales quote or proposal. The multitude and complexity of the products and services sold result in a lengthy process to create a single quote.

ABC Labs needed an efficient solution to support the team’s quote and proposal development process. With two offices and more than 80 Microsoft Dynamics CRM users, the company also needed a partner to help guide the company to executing successful user adoption results.

The Solution

Microsoft Dynamics CRM was chosen for its robust capabilities with the power to enable ABC Labs to automate and streamline their complicated quote process. Turnkey Technologies, Inc., Missouri’s largest Microsoft Dynamics partner, was chosen to implement Dynamics CRM for their personal approach to product implementation. They understood that user adoption was the key to achieving ROI in CRM, which requires a thorough understanding of a company’s people, processes and goals.

“Turnkey’s team is very responsive and patient. Throughout a project, we get many stop and go’s from management, and having flexibility from Turnkey helped us in getting initial information and waiting for the green light to start moving.”

- CRM Admin, ABC Laboratories

About Turnkey:

Turnkey Technologies, Inc. is a Gold Microsoft Dynamics ERP and Gold Microsoft Dynamics CRM certified partner with a focus on helping businesses reach their full potential.

Turnkey offers comprehensive services, including pre project analysis, solution implementation, customization, data conversion, cloud hosting, training and support.

- Over 20 years of experience
- Fully equipped training center
- Top 10 Microsoft Dynamics partner (Sourcing Line)

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The Results

Improved User Adoption

Not only has Turnkey completed a Dynamics CRM upgrade for ABC Labs, but the Turnkey team has partnered with ABC Labs to demonstrate new functions to employees as new releases and modules become available from Microsoft. The first step during a new release has always been a hands-on demo for ABC Labs employees.

“Unless your users really understand how the upgrade helps them to do their job better, often you don’t get the user adoption you want,” says Shobe. Turnkey and ABC Labs worked together to show employees how a new feature or release would save time and support particular job roles. Demonstrating the impact of the functionality is a key factor to user adoption.

Structured and Efficient Sales Process

The guided sales processes within CRM brought consistency and definition to the ABC Labs sales cycle. Leads are now qualified with common criteria shared across the whole team, providing a truly accurate sales pipeline. Getting up to speed on a lead’s current status is quick and easy when users can view all the activities at any stage of the sales cycle. With formal processes and rules in place, analyzing sales effectiveness, productivity and the sales pipeline has become much more accurate and reliable.

Information on Demand

Turnkey consultants worked with ABC Labs to demonstrate how Dynamics CRM out-of-the-box dashboards could save time on business data reporting and analysis. As a result, ABC Labs was able to reduce an 85-page quarterly report to four dashboards, giving business executives information on demand. This ability to easily access crucial data allows ABC Labs to make better informed business decisions while working smarter toward increasing profit margins on a particular product or service.

Future Plans

Upgrade with Microsoft Dynamics

Due to the success of past upgrades, ABC Labs will continue working with Turnkey to upgrade to the latest versions of Dynamics CRM as they become available.

“We look forward to utilizing the enhanced business process flows to improve data accuracy and maintain accountability. Turnkey is helping our team build out the Product Catalog so we’ll be able to produce some of our quotes on the fly. New upgrades should reduce the time we spend building quotes by at least 50%, which our executive team is especially looking forward to.” ABC Labs will be well-equipped for the future with Microsoft Dynamics CRM and a support partner who understands their goals.