

Customer

Shapiro Metals



Company Facts

Location:

St. Louis, MO

Industry:

Scrap Metal Processing

Number of Employees:

250

Website:

www.shapirometals.com

Technology Used

Dynamics CRM

Business Benefits

Enhanced Lead Tracking Process

Improved Management and Planning

“ Turnkey’s professional caliber is unparalleled. The team’s business acumen, combined with their patience and vision, makes them an unbeatable partner who we enjoy working with. We are confident that we can rely on them to meet our needs going forward. ”

- Bob Alvarez, Vice President of Operations, Shapiro Metals

Business Challenge

Shapiro Metals is a scrap metal processing company headquartered in St. Louis, Missouri. Established in 1904 by Max Shapiro, the company buys, recycles and sells metal to manufacturers, fabricators and builders around the globe. With ten recycling centers across the United States, Shapiro prides itself on environmental consciousness and makes tremendous efforts to maximize amounts of usable scrap metal from their source companies.

Shapiro required a customized CRM system that could manage relationships with scrap metal vendors and capture the specific considerations of their industry. After implementing the solution with their former CRM partner, adopting it proved to be a struggle. Shapiro’s initial CRM partner took a one-size-fits-all approach and delivered the product largely out-of-the-box. The solution they deployed complicated the lead entry process by including irrelevant fields. These challenges were due to a mismatch between the partner’s communication style and assessment methods and Shapiro’s individualized needs. Shapiro realized that they needed a partner with greater depth and flexibility of expertise with Dynamic CRM, as well as the ability to fully drill down into the company’s requirements.

Solution

Shapiro eventually sought a new partner in Turnkey Technologies, Inc. upon a referral that highlighted their customer-first approach in business systems implementation. After a thorough discovery phase that included a 360-degree view into Shapiro’s processes, Turnkey began to execute the necessary Dynamics CRM customizations. The team removed irrelevant lead fields and streamlined the process by setting up a single screen for entry and tracking. Turnkey also identified other areas where Dynamics CRM could be enhanced to optimize purchasing processes. This included adding the ability to automate follow-up activities during lead entry and setting up a dashboard to track purchase and sales representative activity.

The Turnkey Difference

“In addition to giving us what we need right now, Turnkey stands out because they anticipate what we will need in the future. By fully understanding our requirements, they are able to devise a long-term strategy for us to maximize the benefits of this technology.”

- Bob Alvarez, Vice President of Operations, Shapiro Metals

Business Benefits

Enhanced Lead Tracking Process

With the optimized and streamlined lead entry and tracking process, Shapiro’s representatives save a significant amount of time when adding and amending records in CRM. Since the unnecessary fields were removed and relevant ones added, the end result of the new process is that representatives have a greater ability to identify sources of byproduct that meet Shapiro’s scrap metal qualifications. All of this is in addition to considerations such as proximity to one of Shapiro’s recycling centers. These enhancements ultimately facilitate proposals to and relationships with suppliers. On top of that, the enhanced automated follow-up activities allow representatives to schedule next-actions in lead records, triggering notifications on individual CRM dashboards and/or in Outlook when a scheduled date approaches.

Improved Management and Planning

Before working with Turnkey, Shapiro’s purchasing and sales representatives had to manually track their activities in spreadsheets and periodically submit them to management. Now everything is automatically updated on the new sales management dashboard. The dashboard provides easy access to reliable information on representatives’ opportunity probabilities, activities, statuses and close rates. These features make it easier for Shapiro’s management to evaluate performance and plan for the year according to sales and purchasing trends.

“

With our previous partner, it was like the blind leading the blind. Turnkey Technologies listened to us, documented our needs and had the right mix of people with technical, functional and customer-focused vision to turn our requirements into realities. ”

-Bob Alvarez, Vice President of Operations, Shapiro Metals

About Turnkey

Turnkey Technologies, Inc. is a Gold Microsoft Dynamics Partner serving local, regional and national customers since 1994. We are a client-focused solution provider with a passion for maximizing value for our customers.



Gold Enterprise Resource Planning
Gold Cloud Customer Relationship Management
Gold Application Integration
Silver Cloud Productivity
Silver Data Platform