

CASE STUDY

LUND INTERNATIONAL Transportation

“ Every person I have worked with at Fullscope has been professional and very customer oriented. They understood what we wanted, presented it well with a reasonable cost, and have been great to work with. The Fullscope team is really good at what they do and knows CRM.”

Debra Woitas, Director of IT



Buford, GA-based **Lund International®** is a leading designer and manufacturer of automotive accessories for passenger cars, Jeeps, and light, medium, and heavy

duty trucks. Offering the industry's broadest range of functional body and appearance products that provide customers with ways to protect, customize, and personalize their vehicles, Lund International products are marketed under the brand names of AMP Research®, AVS®, Belmor®, Bushwacker®, LUND®, Rampage™ Products, RoadWorks Manufacturing®, Roll-N-Lock®, Stampede™ Products, and Tonno Pro™. At Lund International, they don't make the vehicle, they make it YOURS!

The Lund team decided to move forward with a CRM initiative as they wanted the ability to route the trips of their Sales Managers who are out on the road at jobbers – brick and mortar stores that sell after-market products - and retail store chains. This ability, instead of making a plan while on the road, saves time and money. In addition, through the cloud, there are no issues with connectivity while tracking.

With Microsoft Dynamics 365 (formerly Microsoft Dynamics CRM), they now have visibility on where their competition is and what their customers are supporting. Lund is now armed with the information they need to go into the necessary shops and displace their competition.

Lund now tracks data, such as how many times they go to a specific location, what transpired while there, and any personal information about their customers, which can be used to make a connection on future trips. They are also able to see deals or rebates that their competitors are providing, which helps to keep Lund one step ahead of them.

Key Benefits

- Ability to track and maintain information on competition
- Trip routing for Sales Managers
- Minimize admin paperwork
- Provide reliability through the cloud
- Configurability of Microsoft Dynamics 365

The CRM implementation is being completed in multiple phases. Phases one and two began with a focus on sales, and phase three is now moving into customer service, which will replace Saleslogix. While the third phase is currently in progress, the first two phases have provided Lund the outcomes they were seeking. These included the ability to track competition and streamline the time of their Sales Managers.

With Dynamics 365, Lund is able to stay aware of any new competition. They know the moment a new competitor hits the market and how saturated current competition is in all areas and store information on jobbers, such as where they are purchasing from. Lund also uses a 3rd party tool to assist in mapping territory routes that is configured with Dynamics 365 to ensure that the managers are hitting the necessary locations without missing customers in the process. The next phases that will be implemented will allow Lund to track warranty claims and sales and trade show attendance, allowing them to be proactive instead of reactive.

A Great Relationship with the Fullscope Team

The Lund team has seen success with their CRM implementation with the eagerness and flexibility of the Fullscope team. Director of Customer Care, Robyn Groover noted, "It has been a great process working with the Fullscope team. Any question I had was answered and the team was extremely helpful with each step. They listened to what we needed and figured out how best to implement it. Fullscope absolutely added value to the ideas that our team had." When issues arose, Fullscope either showed the Lund team how to fix it themselves or would step in to assist.

Configurability of Microsoft Dynamics 365

Based on Fullscope's recommendation, Lund chose to implement Microsoft Dynamics 365. Dynamics 365 proved to be the most configurable CRM tool and as Lund is a Microsoft shop, it was the clear choice. Lund was previously using Saleslogix and while it was sold as a highly configurable product, they found that any changes required paying someone to do it. With Dynamics 365, users are becoming self-sufficient through Fullscope Connect and D365 University.

According to Woitas, "Fullscope had all the right answers. If it could not be done out of the box, then they found a way to write it in. Any and all concerns I had were addressed, and solutions were always provided."

Continued Customer Service

As Fullscope had a good vision of what Lund was looking for, they were able to deliver on time and within budget. According to Woitas, if she has to enter a case ticket for assistance, someone from the Fullscope team will be working on it and communicating with her in a timely manner. She has found them to be knowledgeable, helpful, and they have worked well in guiding the Lund team and listening to their needs and wants.

"DYNAMICS 365 FIT OUR NEEDS AND IF WE NEEDED A FEATURE THAT WAS NOT ALREADY THERE, IT COULD EASILY BE CUSTOMIZED AND ADDED IN. "

– Robyn Groover, Director of Customer Care

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