

## CASE STUDY

# TEMPEL STEEL Steel Manufacturing

“Fullscope\* has made the interactive process between the customer and Customer Services much shorter, right off the bat.”

**Kaitlin McCue**, Quality Engineer



**Tempel Steel** is a leading manufacturer of precision magnetic steel laminations for

the automotive, motor, generator, transformer and lighting industries. Formed in Chicago, US in 1945, Tempel has since expanded into global markets with acquisitions in Canada, Mexico, China and India.

## A clear overview of the small details in the bigger picture

In the past 20 years, Tempel Steel has expanded its operations all over the world. It has been using Dynamics CRM, now Dynamics 365 from Fullscope to manage its sales activity for a few years. But its Customer Services department managed issue tracking and service requests via spreadsheets.

With an ever-increasing customer base, manual inputting of data was time-consuming and the team wanted to be able to get a quick overview of issues in the system.

Tempel's IT team looked at several different CRM systems, but the decision was made to go with Dynamics 365 from Fullscope. Tempel knew that it would be quicker to implement and would take less time to get up-and-running as their staff were already familiar with the system.

“We had to step back as a company and say ‘what would further meet our needs’. It was nice not to be pushed in one direction.”

## Key Benefits

- Able to better manage customer service requests
- Replaced manual Excel tools for tracking and activity management
- Removed the need for creating Service Request Cases in Oracle representative
- Can provide real-time reporting
- Ensured the ease of accessibility for adding, accessing and updating information

As Kaitlin McCue, Tempel's Quality Engineer, says: "We already had the sales side of it, so we could build off of that. We wanted a shorter learning curve."

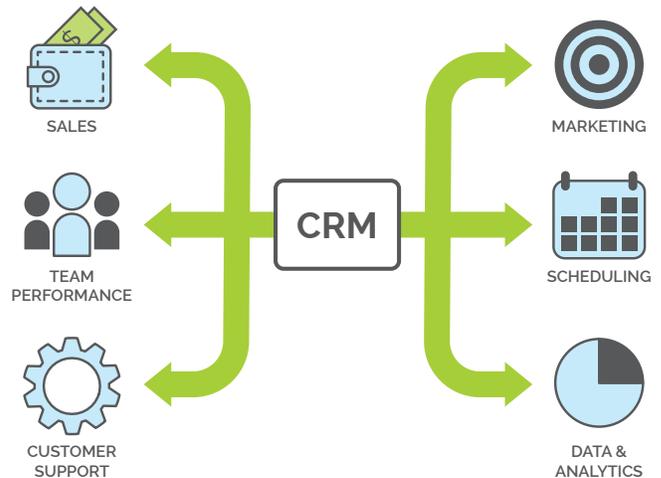
Fullscope worked with the Tempel Customer Service team to configure, build and deploy a personalized environment of Microsoft Dynamics CRM Online. The flexibility of Dynamics 365 meant that Tempel could decide how the system could be developed and implemented to be most effective for them.

## Gaining an overview of investment needs

Dynamics 365 for customer service has not just helped Tempel's day-to-day issue tracking. It has also had an impact on deciding where investment is needed in the business because it offers an overview of the areas where there are customer complaints.

McCue explains: "From an ROI perspective, we have more justification to say that improvement projects in these areas are really needed and are where we need to spend our money. So if we invest sooner, rather than later, we can prevent this kind of complaint and save this amount of money overall."

Getting a comprehensive overview of Customer Services by using Dynamics 365 is something that McCue believes other manufacturing companies would benefit from. She says that resolving a customer's issues quickly and effectively keeps that customer happy and helps with customer retention. It can boost ROI by targeting areas where investment is needed and to prevent problems recurring.



## Efficient and effective service

Dynamics 365 has improved communication between Tempel's customers and its Customer Service reps and issues are dealt with more quickly.

McCue says: "We created fields within CRM, so when Customer Services gets on the phone with the customer they can see everything that they are required to get right there in front of them, versus going back to a couple to different pages or formats and having to contact the customer one or two more times to really get all the information they need."

**TEMPEL STEEL FOUND THAT DYNAMICS 365 IMPROVED SALES ACTIVITY, CUSTOMER SERVICE, COMMUNICATION, AND VISIBILITY INTO CUSTOMER INFORMATION.**

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