



Tensor International streamlines complex sales process with Sage CRM.

Client Profile

Tensor International is a worldwide leader in the provision and manufacture of best value solutions for soil reinforcement and ground stabilisation. Tensor products are used to solve civil engineering problems in infrastructure, commercial and industrial development and other construction sectors. The company also offers a comprehensive design service, technical seminars and on-site support, as part of a range of support services. Tensor International, formerly The Netlon Group, was founded in Blackburn in 1952.

The Challenge

Some companies are lucky enough to have straightforward sales cycles: call on customers, make offers, close sales. But in many others, especially those in engineering-related industries, sales cycles

are far more complex. Take the case of Tensor International Ltd., for example:

“Our sales cycle is long, complex and involves a great deal of collaboration between sales staff, project engineers, contractors and distributors,” explains Tim Oliver, Tensor’s Group Marketing Manager, “Projects can begin with an attempt to get a civil engineer in one part of the country to specify our products for a project and proceed by involving a contractor from a different region who relies on a distributor of our products in yet another area. Throughout this project development cycle, an interval that could span several years, numerous individuals at each of these entities needs to be contacted repeatedly by our sales and technical support staff”.

“As you can imagine” he continues “relying on paper-based systems to keep tabs on all the people, companies and government

agencies involved and all communications between them – can be quite complex and error prone. But by implementing Sage CRM, we have been able to create a consolidated resource for reliably tracking, monitoring and evaluating all interactions with all individuals – and all content – associated with all phases of all projects”.

The Solution

Tensor implemented Sage CRM after a careful evaluation procedure that began by gathering information from stakeholders in all functional areas of the sales cycle. “Before making a determination about a solution, we wanted to completely understand what these individuals needed to improve productivity and boost performance,” Tim recalls. “This process led us to identify several common issues, including a need to streamline information location and sharing processes,

Solution Overview

- System in place in 5 countries and expanding into more
- Automated Workflows ensures that sales processes proceed smoothly – even when individuals are reassigned to different areas or have left the company
- As all content is stored and communicated electronically productivity has improved and the potential for error greatly reduced.
- Managers now have full oversight over every step and phase of every project.
- Elimination of the processing and storing of over 100 paper items per week per sales person and consequent massive improvements in efficiency.

to automate project workflows and to monitor performances at various stages of a project.”

Tensor realised that resolving these issues would require a solution that offered a single consolidated customer database, a workflow engine and a centralised searchable repository for all project content including engineering drawings, technical documentation and product literature. After evaluating a number of possible alternatives, the company narrowed their search to a short list of three products, and from this group selected Sage CRM.

The Benefits

Tim states “plus, it offers foreign language and multi-currency support, both of which could be important as we continue to roll out the solution throughout our global enterprise. Tensor has already implemented Sage CRM – which it calls the Tensor Sales Support System, or TS3, for short in the UK, Germany, Sweden, Netherlands and the Middle East and has plans to extend it to facilities in the Asia-Pacific region and Eastern Europe. At that time, Tim estimates, more than 250 employees will rely on the solution for improving the efficiency of the sales process – and for increasing both sales and new sales opportunities.

Already Tensor is crediting TS3 with helping them capture new sales. “Automated workflows now ensure that the right person is contacted at the right time and given the right information,”

“ Sage CRM was the only solution that addressed our requirements in all three areas – customer database, workflow automation & content management.”

Tim Oliver, Group Marketing Manager, Tensor International

Tim reports. “As a result we’ve already made several sales that might otherwise have slipped through the cracks”. Workflows also ensure that all the sales processes proceed smoothly, even when individuals are reassigned to different functional areas, or leave the company. “By automatically triggering events that must be addressed, automated workflows essentially guarantee that an appropriate action is taken when it’s supposed to – regardless of whom was originally supposed to perform that action,” Tim says. “For example, if we issue a quote for a job then a workflow will automatically be initiated that requires a credit check on the customer. If that credit

check is not done, or if it does not meet expectations, then management is automatically notified before a contract can be issued.”

In addition to these benefits, Tim points to the content management and project collaboration capabilities of Sage CRM. “Before implementing this system,” he recalls, “every person associated with project sales would send, receive, process and store about 100 paper items per week – some of which had numerous pages. Since many of these were copies, ensuring that everyone involved was working with the latest information was problematic at best, and more often than not, just impossible. But now those problems are history because all content is stored and communicated electronically, so productivity has improved and the potential for error greatly reduced. This benefit, added to the automated workflows, and the ability to keep better track of customer data, has already yielded a complete return on our software investment.”

Not to be overlooked is the visibility management now has into every phase of the sales process. “For the first time, managers now have full oversight over every step and phase of every project,” Tim concludes.

This means our company is now fully empowered to effectively identify and track new opportunities, cut overheads, boost sales, and increase customer satisfaction. And all thanks to Sage CRM”.

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