



Our Expertise. Your Peace of Mind.



HELP Solutions Puts Navigation Electronics on the Road to Success

Sage SalesLogix Provides CRM Solution

Customer Information:

Navigation Electronics, Inc.

Headquarters:

Lafayette, Louisiana

Industry:

Electronic Equipment Distribution

Web Site:

www.neigps.com

Sage Software:

Sage SalesLogix

Sage MAS 90 ERP

“We’ve freed up time by eliminating redundancy and manual tasks. We’ve used that time to focus more on selling and the results are very positive.”

The GPS (Global Positioning Satellite) system in your car might show you where you are within a few feet, but professional surveyors need accuracy to within a few inches. These professionals, including state governments and municipalities, turn to Navigation Electronics, Inc. for the precision GPS tools their jobs demand. To effectively manage its customer relationships and capitalize on new sales opportunities, Navigation Electronics relies on Sage SalesLogix and the top-notch consulting team at HELP Solutions.

Head In The Right Direction

“We were using Goldmine up until a year ago,” recalls Kelli Guidry, director of operations for Navigation Electronics. “Each salesperson was running it on their laptops, essentially just to track appointments and tasks. There was no visibility for management into those databases, so we had no easy way to determine what the representatives were working on and what opportunities they were pursuing. We knew we needed a better tool, but weren’t sure how to go about getting one.”

Guidry performed some research over the Internet which led her to HELP Solutions, a Sage Software Authorized Partner. The consultants from HELP Solutions met with Navigation Electronics, evaluated the existing system and discussed goals and objectives. “They worked with us to fully understand our business needs and then recommended that we move to a full-fledged CRM solution,” says Guidry.

The company considered several options before deciding on Sage SalesLogix. “HELP Solutions



showed us how its flexibility and customizability would work well for us,” says Guidry. “In addition, Sage SalesLogix interfaces with Sage MAS 90 ERP, our back-office solution.”

Anytime, Anywhere Access

The company’s remote sales representatives have the advantage of a locally installed CRM solution that they can access on their laptops even when Internet connectivity is not available. The company has the advantage of a single database containing the full details of its customer relationships; the remote databases are synchronized each time the representatives connect to the Internet.

The single database delivers distinct advantages, Guidry says. “Before, when an order would come in, we’d need to speak to the representative to gather the background details of the sale. Now all of that information is stored in Sage SalesLogix,

About HELP Solutions

HELP Solutions is an expert in the top contact and customer management systems on the market.

We bring a full end-to-end solutions with Sage MAS 90 and 200 integrated with all the Sage CRM solutions, including ACT! by Sage, SageCRM, and Sage SalesLogix.

Before you begin to look at technology you first must evaluate your people and processes. Our proven methodology begins with an assessment of the culture of your organization and the processes currently used. We then work closely with your team to define or refine better ways to work and map out your processes so they can be automated in the CRM/ERP technology.



“With a sophisticated product like Sage SalesLogix, the business partner’s skill is critical to the success of the project. HELP Solutions comes through for us every time.”

so everyone who accesses the customer record has a clear picture of what’s going on.”

Streamline Opportunity Tracking

HELP Solutions implemented a sophisticated quoting tool within Sage SalesLogix. “Before we used spreadsheets to perform the pricing and configuration for our proposals,” explains Guidry. “HELP Solutions built this functionality into Sage SalesLogix. We can simply e-mail the quotes to customers and maintain a record of that correspondence in Sage SalesLogix.”

Management now has complete visibility into each representative’s open opportunities, which results in faster, more accurate sales forecasts.

Interface With Your Back Office

Front and back office integration boost productivity across the company and allows more time for revenue-generating activities. “Our representatives can see open orders, invoices, and payment information from within Sage SalesLogix,” says Guidry. “They no longer have to call the office to find out the status of an order, which means they have more time for selling.”

Sage SalesLogix holds a complete record of the equipment each customer has purchased, including important details such as the warranty expiration dates. “We use the software to send automated e-mail reminders to our customers when the warranty expiration date is approaching,” Guidry explains. “And our representatives use the information to follow up and to begin negotiations on a new unit.”

Drive More Sales

Since implementing Sage SalesLogix the company has enjoyed a significant sales boost. “We’ve freed up time by eliminating redundancy and manual tasks,” says Guidry. “We’ve used that time to focus more on selling and the results are very positive.

“It’s a fantastic product—and the reason it works so well for us is due to our partnership with HELP Solutions,” concludes Guidry. “With a sophisticated product like Sage SalesLogix, the business partner’s skill is critical to the success of the project. HELP Solutions comes through for us every time.”



**3233 S. Sherwood Forest Blvd.,
Suite 208
Baton Rouge, LA 70816**

**Toll Free: 800-346-0415
Main: 225-928-3121
Fax: 225-924-5373**