



AEROMOTIVE FLIES HIGH WITH FAYE



Some eat steak.
We eat software.

WE EAT
SOFTWARE



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FOUNDED IN 1996, AEROMOTIVE SERVICES FILLS AN OFTEN-OVERLOOKED NEED IN THE TRANSPORTATION WORLD: REMANUFACTURING AND MANUFACTURING WIRE HARNESSSES FOR VEHICLES OF ALL TYPES. AS THEIR BUSINESS GREW, THE COMPANY MOVED INTO OTHER FIELDS, SUPPLYING HIGH-QUALITY WIRING SOLUTIONS FOR THE AUTOMOTIVE, AVIATION, AND HEAVY COMMERCIAL INDUSTRIES.

Average time to make a quote



After encountering shortages of older components, the company also began manufacturing connectors and other components to replace hard-to-find parts. As the company's list of services grew, so did their need for a scalable CRM solution.





CHALLENGES

Currently, one of Aeromotive's biggest challenges is keeping up with lead generation and prospective sales. According to Tom Carroll, Aeromotive's vCFO, the company spent years using QuickBooks as their primary sales management tool. When the company was relatively small, it wasn't a huge problem. But as the business grew to include new services and products, it soon became clear they'd need a better solution for managing their sales.

“THE CUSTOMER FOLLOW-UP HAS ALWAYS BEEN A STRUGGLE FOR US,” CARROLL SAYS. “WE WOULD PERFORM PRESENTATIONS, CUSTOMER VISITS, TRADE SHOWS, ETC. AND BUILD A GREAT LIST OF LEADS. WE WOULD HIT A HOMERUN WITH PROSPECTS, BUT AFTER THE INITIAL FOLLOW UP THE LEADS ARE NOT NURTURED IN THE MONTHS TO FOLLOW. WE NEEDED A BETTER WAY TO DOCUMENT AND SCHEDULE FUTURE FOLLOW UPS ON THESE LEADS.”

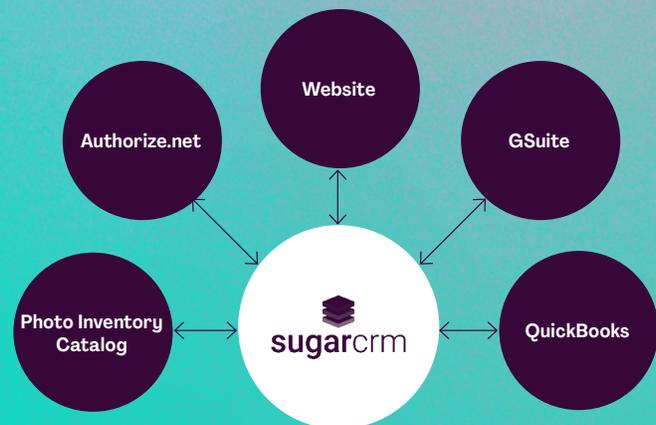
Another challenge was the changing nature of Aeromotive's core business. As the company moved into the manufacturing of connectors and wire assemblies, the demand for their products rapidly grew. Originally, their but as they moved into distributing, they started getting a much higher number of inquiries.



CHALLENGES

“OUR CORE STRENGTH IS THE SALE OF INDIVIDUAL ELECTRICAL COMPONENTS,” CARROLL SAYS. “WE GET THOUSANDS OF REQUESTS MONTHLY FROM COMPANIES LOOKING FOR OEM REPLACEMENT PARTS OR CUSTOM CONNECTORS. A MAJORITY OF THOSE REQUESTS COME FROM WEBFORM SUBMISSIONS OR EMAIL INQUIRIES. BEFORE WE HAD A CRM, SOME OF THOSE REQUESTS WOULD GET LOST AFTER INITIAL CONTACT. NOT HAVING THE ABILITY TO EASILY ACCESS PAST REQUESTS WAS HAVING A NEGATIVE AFFECT ON OUR OVERALL SALES.”

Another problem comes from the fact that many of Aeromotive’s customers are in heavily regulated industries. In other words, their products must meet strict quality standards.



For instance, a rebuilt wiring harness for an aircraft must meet quality standards of large-scale corporate clients. As a result, document control plays a major role in their day-to-day operations.

Their QuickBooks-based sales management approach just couldn’t scale with their needs. “We knew there was a better way,” Carroll says. “I gave FayeBSG a vision of what I wanted, and they implemented it perfectly.”



SOLUTIONS

When Aeromotive contracted with FayeBSG to implement their new CRM, they were mostly looking to improve their sales results. However, they didn't expect an overall improvement in their internal communications.

“IF YOU ASK ANY BUSINESS ABOUT THE CHALLENGES THEY FACE, YOU’RE GOING TO HEAR THAT COMMUNICATION IS ALWAYS AN ISSUE,” CARROLL SAYS. “THAT’S ONE PLACE WHERE THE CRM REALLY HELPED US OUT. OUR STAFF IS CONSTANTLY COMMUNICATING WITHIN SUGAR. USER ACCOUNTABILITY HAS INCREASED TREMENDOUSLY, WHICH HAS AIDED IN MANAGEMENT DECISION MAKING. MANAGEMENT CAN NOW ASSIGN TASKS WITH DEADLINES AND USERS CAN SHOW THE COMPLETED TASKS WITHIN THE DASHBOARD. COMMUNICATION HAS BECOME LESS OF AN ISSUE FOR US SINCE THE IMPLEMENTATION.”

The company is also in a much better position to track “all the little tidbits” of customer information they once missed. So following up on new leads has also become a much less confusing, error-prone process. Instead of relying on QuickBooks and individual salespeople to keep track of everything, they now have the right tool for the job.

Sugar has also played a major role in streamlining Aeromotive’s document control, which is essential for a company trying to meet ISO and regulatory standards. Instead of requiring individuals to keep track of these documents, CRM can include everything within the job order. For our Tier-one customers, this strategy is a major selling point.





SOLUTIONS

“WHEN OUR CUSTOMERS WANT TO KNOW HOW WE’RE MANAGING THESE DOCUMENTS, WE SIMPLY DEMONSTRATE OUR CRM’S VAST CAPABILITIES,” CARROLL EXPLAINS. “THEY CAN LOOK UP WHATEVER THEY NEED, AND THEN SIGN OFF ON IT. IT’S PERFECT. ANY CUSTOMER THAT HAS THIS KIND OF QUALITY-CONTROL REQUIREMENT COULD DEFINITELY BENEFIT FROM A CRM.”

Perhaps most importantly, by adopting Sugar as their primary sales-management tool, Aeromotive took a major step towards simplifying their workflows and sales-related operations. “We have integrations that have really helped us streamline different processes, and we have better recognition of what’s in the system,” says Carroll. We went from having five different systems that we had to use five different processes for to now having just one: Sugar.”

Since implementing SugarCRM, Aeromotive has increased sales by 17.2%, and they’ve significantly increased their total quotes per month.



FAYE



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LASTING RESULTS

“BEFORE WORKING WITH FAYEBSC, SOME OPPORTUNITIES USED TO FALL TO THE WAYSIDE,” CARROLL SAYS. “CUSTOMER RELATIONSHIP MANAGEMENT IS ALL ABOUT NURTURING PROSPECTS AND CONSISTENT FOLLOW UP. NOW THAT WE HAVE SUGAR, WE’RE ABLE TO TURN EVERY LEAD INTO A CONTACT. WE CAN SEE WHEN WE LAST CONTACTED THEM AND USE THAT INFORMATION ON HOW TO APPROACH OUR NEXT ROUND OF COMMUNICATION.”

“EVERY SINGLE ORDER REQUEST IS NOW AUTOMATICALLY ACCOUNTED FOR WITH A REFERENCE NUMBER AND CORRECT CUSTOMER INFORMATION. FROM THAT MOMENT, WE HAVE ALL THE NECESSARY INFORMATION TO GIVE AN ACCURATE AND TIMELY QUOTE.”





FayeBSG is a global technology company that helps companies grow by successfully creating, customizing, implementing, and managing industry leading customer experience, CRM, and ERP software platforms to meet ever evolving business needs.

As a SugarCRM Elite partner and awarded the 2020 SugarCRM Global Reseller of the Year, FayeBSG is also a leading partner with Sage, Zendesk, Ytel, Hubspot and a variety of custom software solutions. FayeBSG is known for their SugarCRM integrations with Sage 100, Quickbooks, NetSuite, Acumatica, Intacct, Constant Contact, Authorize.Net, Hubspot, Ring Central, Box, Jira, Ytel, and more. Services include project management, software implementations, consulting, training, custom development, and support. Specializing in software implementations for a variety of industries, FayeBSG has customized successful CRM, ERP and Marketing Automation platforms for a variety of mid-market and enterprise businesses.

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