



# AEROMOTIVE FLIES HIGH WITH FAYE



Some eat steak.  
We eat software.

WE EAT  
SOFTWARE



[fayedigital.com](http://fayedigital.com)



# AEROMOTIVE SPECIALIZES IN WIRE HARNESSES FOR VEHICLES OF ALL TYPES.

Wire harness re-manufacturing and reconditioning is an often overlooked need in the transportation world.

When Aeromotive's business grew, the company moved into other fields, supplying high-quality wiring solutions for the automotive, aviation, and heavy commercial industries.

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 its need for a scalable CRM solution.

Average time to make a quote





# CHALLENGES

Currently, one of Aeromotive's biggest challenges is keeping up with lead generation and prospective sales. According to Tom Carroll, Aeromotive's CFO, the company spent years using QuickBooks as its 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.

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**“WE NEEDED A BETTER WAY TO DOCUMENT AND SCHEDULE FUTURE FOLLOW UPS ON LEADS,”  
CARROLL SAID.**

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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 its products rapidly grew. Originally, their but as Aeromotive moved into distributing, it started getting a much higher number of inquiries.



# CHALLENGES

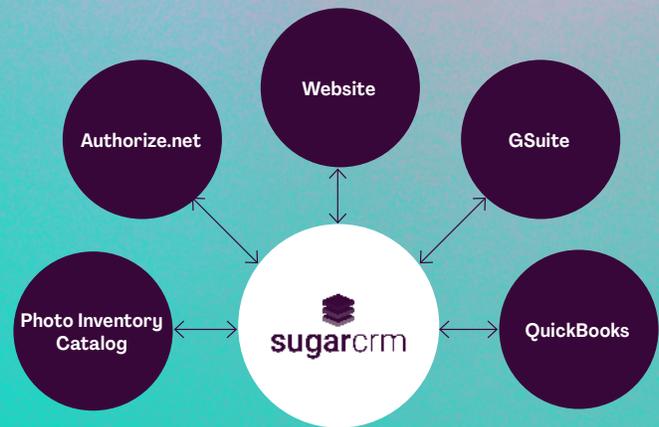
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“BEFORE WE HAVE A CRM, SOME REQUESTS GOT LOST AFTER INITIAL CONTACT. NOT BEING ABLE TO ACCESS PAST REQUESTS HAD A NEGATIVE AFFECT ON OUR OVERALL SALES.”

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“Our core strength is the sale of individual electrical components,” Carroll said. “We get thousands of requests monthly from companies looking for OEM replacement parts or custom connectors. A majority of those requests come from web form submissions or email inquiries.”

Another problem comes from the fact that many of Aeromotive’s customers are in heavily regulated industries. In other words, its products must meet sheavily-regulated 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 day-to-day operations.

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



# SOLUTIONS

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

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**“IF YOU ASK ANY BUSINESS ABOUT THE CHALLENGES THEY FACE, YOU’RE GOING TO HEAR THAT COMMUNICATION IS ALWAYS AN ISSUE.”**

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“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 it 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, Aeromotive now has 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 Aeromotive’s 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 explained.

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**“ANY COMPANY THAT HAS QUALITY-CONTROL REQUIREMENTS COULD DEFINITELY BENEFIT FROM A CRM,” CARROLL SAID.**

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Perhaps most importantly, by adopting Sugar as its primary sales-management tool, Aeromotive took a major step toward simplifying its 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,” said 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.



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# LASTING RESULTS

“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.”

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**“WE CAN SEE WHEN WE LAST CONTACTED SOMEONE AND USE THAT INFORMATION ON HOW TO APPROACH OUR NEXT ROUND OF COMMUNICATION,” CARROLL EXPLAINED.**

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“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.”





At Faye, we love software. We eat it, breathe it, and built it. Our mission is to make the best software in the world even better by helping clients lead the way with software strategy, deployments, integrations and technical support.

With us is better than without us. As an Inc. 5000 award winner seven years in a row, we help mid-market and enterprise clients globally achieve up to 10x productivity returns by leveraging the hidden potential within Zendesk, SugarCRM, Salesforce, HubSpot, and more.

There is no ceiling to what we can achieve with a lot of caffeine and an uncompromising commitment to make software better. We are intensely passionate about eating your software complexity and challenges, so that you don't have to.

Our flagship offering, AXIA by Faye™ bundles our IP, capabilities and pre-built software enhancements into one monthly or annual subscription. The result - A partnership that drives lasting value and optimization even as you grow.

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