

CASE STUDY

ASTRO CHEMICAL IMPROVES BUSINESS EFFICIENCY AND CUSTOMER EXPERIENCE WITH SUGARCRM



ABOUT ASTRO CHEMICAL

Astro Chemical is a leader in the development and manufacturing of highly specialized epoxy coating, adhesive, saturant, and encapsulant products for demanding industrial and high-tech applications. Founded in 1959, they have over 60 years of knowledge and experience in formulating specialty chemistries tailored to unique customer needs.

The company serves a wide range of industries, including power generation, energy storage, electrical motors, composites, and more. Their commitment to innovation and collaboration ensures they deliver solutions that protect valuable components, improve performance, and meet strict customer and industry standards.



THE CHALLENGE

Astro Chemical's ability to provide the excellent customer service they were known for was becoming hampered by decentralized and siloed customer knowledge as they grew.

Information was scattered across individuals, personal documents, clunky spreadsheets, and email inboxes, making it difficult to get accurate, up-to-date statuses on customer requests and inquiries. With only one person able to edit a spreadsheet at a time, collaboration became a bottleneck and proved to be too tedious.

As a result, things slipped through the cracks – follow-up conversations would be missed, and key details would be forgotten, hindering their ability to nurture those valuable customer relationships.

Astro Chemical recognized the need to institutionalize this knowledge and make it easily accessible to their entire team, especially as their sales and marketing departments were just starting to take shape. However, user adoption of any centralized system was foreseen to be a challenge as previous attempts had come up short.



THE SOLUTION

Astro Chemical recognized the need for a **centralized, easily accessible customer knowledge hub and selected SugarCRM as their solution.** To ensure a smooth rollout that fully addressed their unique needs, they partnered with Faye.

Faye's expertise was key in customizing Sugar to streamline processes and simplify the user experience. This tailored approach included:

Simplifying Processes:

Faye took the time to deeply understand Astro Chemical's operations and workflows. This led to tailored recommendations that simplified data entry and task tracking within Sugar. By streamlining these key processes, Faye minimized the potential for errors and confusion, making the system easier to navigate for Astro Chemical's team.

ERP Integration:

Faye expertly integrated Sugar with Astro Chemical's ERP system, bringing all sales data and customer communications directly into Sugar eliminating the need for time-consuming toggling between systems. This integration saves time and provides Astro Chemical with a more comprehensive view of customer interactions.

Customized Search:

Understanding Astro Chemical's issue with similar customer names, Faye customized the search function to enable quick look-up using unique customer codes.

Train-the-Trainer Approach:

Faye empowered Astro Chemical's on-site administrator not only with in-depth training on how to use the system but also how to structure the training program for their team to maximize results.

Overall, Faye's implementation prioritized streamlined data entry and a user-friendly experience. This careful approach sets the stage for smoother long-term user adoption, positioning AstroChemical for continued success with Sugar.



Melissa Conpropst

Customer Service Representative

“If there's one thing I've learned from my experience selecting software programs, it's that the implementer is almost more important than the software package they're implementing. If you don't have a good implementer, the system is not going to work, and we found a great implementer with Faye.”



RESULTS

While user adoption remains an ongoing process, SugarCRM, supported by Faye's tailored implementation, has already improved Astro Chemical's ability to serve customers. The team is seeing benefits, including:

Faster and More Accurate Responses: The centralized knowledge base eliminates time-consuming searches for information enabling the Astro Chemical team to quickly find what they need, leading to prompt and confident customer interactions.

Enhanced Customer Experience: Astro Chemical is providing customers with noticeably improved service. Quick responses, informed communication, and streamlined processes make interactions more enjoyable, encouraging repeat business and strengthening loyalty.

Better Cross-Team Collaboration: Everyone shares real-time access to customer data, fostering collaboration across departments. This eliminates delays and miscommunications that hindered excellent service in the past.

