



FUELING CRM ADOPTION WITH AN ADAPTABLE STRATEGY

HOW AN INTERNATIONAL KITCHEN APPLIANCE MANUFACTURER FOUND THE RIGHT CRM WITH THE HELP OF BRAINSELL

THE COMPANY

The direct-to-consumer side of the business has a dedicated team that manages areas like E-commerce across a variety of digital channels.

The company's larger sales force comprises a team that works its core retail partner relationships — whether E-commerce plays like Amazon or through brick-and-mortar partnerships.

Along with these core business areas, there is the company's contact center for its sales and support initiatives and its hybrid "B2B2C" unit, which sells its products to dealers and retailers that sell to the consumer base.

THE PROBLEM



Learning from Past Experiences to Put Strategy First

The team knew they needed a CRM to take their business to the next level and tried to implement a CRM in the past. Based on that prior experience, the team understood that CRM adoption was more than just installing the software and letting the team run with it!

Therefore, they aimed to get the implementation right from the start to see the adoption and ROI needed for further growth and scale. Since the team wanted to guarantee a successful CRM implementation from the beginning, it was clear that the company needed additional guidance and expertise to succeed.

The company wanted to ensure that its CRM would strengthen all the different aspects of the business. Specifically, the company needed a trusted partner that could provide guidance relevant to their desired outcomes. The team also wanted to guarantee streamlined workflows and ensure that sales reps and support teams had all the data they needed to offer the best customer experience possible.

They also needed help positioning their CRM investment to scale and integrate with other critical aspects of the company's tech stack. In turn, the company would gain a more holistic view of its customers and prospects.

FROM THE SOURCE:

"We knew there were things we didn't know, and we needed help from somebody who had been through this process successfully before. That's where BrainSell really helped. They guided us, helped us elicit the best answers we could get relative to our business, and know our business intimately."

– *Stephen S.,
Project Manager*

Putting People & Process Before the Software

The company decided to move forward with BrainSell as their growth partner for this CRM implementation. It was clear that BrainSell understood the importance of not having the software solution dictate the strategy. More importantly, it was about putting employees in the right business seats and finding a plan that works for the team. The team could then pick the best solution to see that strategy forward.

As part of the partnership, BrainSell offered consultancy services, including a solution blueprint and a business mapping to understand how each aspect of the company's business will tie into the CRM. The process included conducting many interviews across the company, including its contact center team and its B2B, B2C, and "B2B2C" units.

FROM THE SOURCE:

"What was critical about BrainSell was that they understood the strategy piece. With that, they helped make sure that we understood there's more on the business side that needs to be done and defined than there is on the implementation side."

– Alan R.
CRM Implementation Leader



BrainSell's team identified key scenarios for go-to-market initiatives from those interviews. By identifying these scenarios, BrainSell developed a Solution Blueprint to help provide a holistic view of how a CRM system will need to accommodate each scenario and business unit. BrainSell finds this approach vital to successful tech adoption because the software implementation will fall flat out of the gate without a realistic and appropriate plan.

BrainSell also worked with the team to identify a systems integrator that would help get all the appropriate data where it needed to be and ensure that the solution implementation went seamlessly. More importantly, BrainSell supported the team in its process to submit RFIs and RFPs to system integrators, including software recommendations and implementation plans. Based on those proposals, they could make a more substantial, strategic decision on which integrator to work with and guarantee that the software would fit the agreed-upon blueprint.

BrainSell also acted as in-house experts on the subject matter. As a branch of the leadership team, BrainSell continued providing guidance and suggestions to set up the RFI and RFP.



THE RESULTS

Flexible Counsel, Multi-Phase Implementation Substantially Increases Adoption Potential

After 12 productive months working with BrainSell to assess what was needed and vet possibilities, the team was able to identify a systems integrator that met all their needs following their blueprint. The integrator suggested the solution that would be the best CRM for their specific use case and scenarios and provided additional insights into how it could meet their needs and position them to scale.

The contact center arm of the company will be the first to implement the new system, and the BrainSell team expects the company to see ROI within the first six months of adoption.

From there, the system implementation teams will begin executing the same plan throughout all the other major business units. This phased approach to the implementation guarantees no major culture shock within the organization and makes change management controllable.

Ultimately, rather than implementing the software and paying as high as 3X more for change order fees, the company made an initial investment in the implementation process to guarantee adoption and ROI. With appropriate monitoring, the company expects to complete a successful adoption that positions each business unit with the people, processes, and tech they need to fuel growth and scale for years to come!

FROM THE SOURCE:

“BrainSell has always delivered on what we negotiated for them to provide for us, but they have also been very adaptable and been able to deliver in additional areas where we have sought their counsel and expertise.”

– Alan R.,
CRM Implementation Leader



About BrainSell

BrainSell helps companies thrive by solving business challenges with expert guidance and best-of-class technology. We have offered unbiased software selection, implementation, support, and consulting services to clients of all sizes across North America for over 25 years.

Our methodology involves helping clients identify the clearest areas for potential improvement in their processes. If technology can help you, then the BrainSell team can guide you on your path to business growth.

Want to learn more? Reach out today to talk with one of our growth enablement experts!

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