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- Dave Skiffich General Manager, OmniPromotional

OmniPromotional Chooses SageCRM for Contact Management

After struggling with not having a centralized database of contacts, OmniPromotional decided it was time to invest in a Customer Relationship Management (CRM) system. For that, they turned to ASI.

OmniPromotional is a manufacturer of banners and event supplies. Over the last 15 years, they have built up an impressive catalog of high quality banners, flags, tents, and much more. The customized nature of their products makes it necessary to track the contact information of each customer. The majority of orders taken are custom and built to order, so customer contact information is essential. What better way to manage that important information than through a fully-functional CRM system?

ASI first began its relationship with OmniPromotional by implementing a Sage MAS 90 ERP system in 2006. Because they already owned MAS 90, it was an easy decision to pick up SageCRM. Sage CRM integrates directly with MAS 90, which streamlines the quoting and ordering process by sharing information between the two systems. That means that sales people are able to enter their quotes in CRM, and accounting staff can see them in MAS 90 without any double entry.

During the implementation process, ASI consultants strove to configure SageCRM to fit the selling process of OmniPromotional. “ASI worked CRM to fit our business needs instead of working our business to fit with CRM,” stated Dave Skiffich, General Manager of OmniPromotional. The flexibility of CRM to adapt to their selling cycle has proven to be a great benefit.

Dave also found the ASI staff to be very helpful and accessible, making the implementation a worthwhile investment.

Since going live with SageCRM, staff members at OmniPromotional have discovered many “helpful tools” within the system. The visibility into the pipeline has been useful and is easily found within SageCRM. Communications are also synched with Outlook, allowing OmniPromotional to file emails to and from customers, creating a centralized location to view all communications with any given customer. SageCRM also allows for an industry to be assigned to each customer. This has given OmniPromotional insight into which industries they sell to the most, and which industries they have yet to tap into. What started as a simple need to store contact information in a central location turned into a full solution for managing clients from the prospecting stage, to the purchasing stage, and beyond.



To find out how ASI can help your company grow, call ASI at (866) 440-5510 or e-mail info@asisucceed.com



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