

CABC - Tailoring Maximizer to truly optimise your business potential...

*CABC have demonstrated extensive product and programming knowledge and have been invaluable in streamlining the customization of Maximizer. Overall, we give CABC a rating of **OUTSTANDING!***

Today, Senior Flexonics is the recognized world leader in heavy industrial fabric and metal expansion joints, dominating this industry with over fifty percent market share. But they didn't get there by accident.

The Challenge

In 1997, Senior Flexonics implemented an aggressive customer-focused business plan and culture, empowering front-line employees to take actions based on these philosophies. At that time, they were using ACT! to manage their sales team, but realized that they required something more comprehensive, with an open architecture to manage their 300 sales teams and independent agencies around the world.




After extensive research and trials with CRM software, including Maximizer Enterprise, SalesLogix, Goldmine, and Pivotal, Senior Flexonics selected Maximizer Enterprise. "Maximizer Enterprise acts as the backbone for sales and marketing, providing a centralized hub for the collection and distribution of vital information between salesmen, customer service, marketing, and management," says David F. McGrath, Senior Flexonics Director of Sales & Marketing.

The Maximizer Enterprise Solution

With the assistance of CABC Senior Flexonics deployed Maximizer Enterprise to their global sales force to manage the distribution of leads and collaboration on complex opportunities that often incorporate four or more sales districts and over 300 different sales teams. Now they collectively manage over 2500 ongoing opportunities at a time, each with a sales cycle of 3 hours to 5 years.

CABC have helped Senior Flexonics customize and integrate Maximizer Enterprise with other systems to maximize efficiency and productivity and minimize manual work. Maximizer Enterprise works in conjunction with their ERP system to access quote and order information in real-time. It also integrates with an industry-specific trade information service, electronically transferring data on new opportunities, then selecting pre-defined sales strategies and teams for action.

Key Benefits of the Maximizer Installation:

-  Moved from No. 5 company in their industry to No. 1
-  Increased revenue through efficient collaboration on complex sales opportunities with sales teams around the world
-  Improved speed of handling of new leads by integrating with industry information services
-  Increased return on investment and effectiveness of direct marketing campaigns
-  Provided management with real-time sales and pipeline information with reports