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Case Study

Thomas
CONCRETE

Thomas Concrete Group: A concrete solution to complex sales

Skyrocketing productivity in the cloud

Do what matters

Business situation:
Streamlining sales and business development processes

Thomas Concrete has been serving customers for over 30 years and is a leading supplier of high quality, ready-mixed concrete. By combining delivery of concrete with a wide range of services and mixes, the manufacturer provides complete and effective solutions for construction projects to the residential, commercial and infrastructure markets with a wide-ranging level of complexities.

Leaders knew they had to find a way to engage with customers real-time and with complete information to support its sales model – in front of customers all the time, anywhere, everywhere in this always-on economy. They needed to streamline sales and business development processes to enable an immediate response approach, both with their internal teams and with their customers.

The US sales team had asynchronous and manual processes, inaccessible data and slow customer response rates, on top of a dated customer relationship management system (Microsoft Dynamics On-Premise CRM 2013). CRM system adoption was low because sellers couldn't always access it, requiring them to batch their work and document notes and details after the fact. "A lot of paper, Excel spreadsheets, Word docs. Everyone was building their own thing," said Jason Austin, Inside Sales Manager for Thomas Concrete. "We had no central repository of information."

"The mobile aspect is huge. It's saved me at least 10 hours a week on the computer. You want to be out in the field and in contact with customers as much as you can."

- Greg Bell
Sales Manager, Thomas Concrete

Company Name: Thomas Concrete Group

Industry: Manufacturing

Solution: Microsoft Azure, Microsoft Dynamics 365

Solution:
Process efficiency, actionable insights and business continuity

Thomas Concrete partnered with Avanade to help establish a platform for improved sales processes and increased efficiency. This also included enhanced reporting and insights, increased business continuity and reduced hardware overhead through increased user adoption, mobility, productivity and customer responsiveness. To establish this platform, we migrated the manufacturer's on-premise CRM to Microsoft Dynamics 365 Online and upgraded to Microsoft's Unified Interface.

Seamless integrations were configured to industry systems providing a streamlined business development process. The Thomas Concrete team uses data from multiple outside industry systems like Dodge, Quadrel, and SIMMA to help drive their business development process. Leveraging a combination of Microsoft Azure Logic Apps and Microsoft Dynamics 365 Virtual Entities through Azure Data Warehouse, we made core data readily accessible to the team directly within Dynamics 365.

For example, sales reps see a live data feed from Dodge in Dynamics 365 and in a single click, can create an opportunity based on that feed. They now have the information and tools to help customers immediately, act on new opportunities and drive business forward effectively.

"Before, customers could say, 'You don't have the information, then I need to move on," Bell explained. "Now, you're much more impactful as a sales rep. We're able to do so much more, so much quicker, and with very little effort."

Results:

Mobility as a game-changer to respond to customer demands

Having a complete sales solution available on mobile devices and tablets is a game-changer for Thomas Concrete. By going to the cloud, the sales and management teams are skyrocketing productivity with:

- Immediate response capabilities through mobile enablement

- Constant availability of customer data through ERP integration

- A user adoption rate that has doubled

- Accurate and fast quoting and approvals process through workflows. Reps can quickly and accurately create quotes for customers by directly accessing pricing data from their ERP within Dynamics 365.

- An estimated 15% time-savings by having more functionality, improved workflows and the solution at hand when reps travel to meet with customers

- Higher meeting efficiencies, with the ability to make notes, move on approvals, edit quotes and opportunities and check the status of contracts.

"The mobile aspect is huge. It's saved me at least 10 hours a week on the computer," said Greg Bell, Sales Manager for Thomas Concrete. "You want to be out in the field and in contact with customers as much as you can." Once a quote is approved and the customer places an order, Thomas sales reps are able to directly upload orders into Dynamics 365 for the tech department to review, turning them around faster for customers. "And that's been better for everyone," Bell said. "It's a much simpler process than it's been in the past.

A better sales experience results in happy customers. Reps can give customers real-time information and answers, enriching communications and relationships while improving productivity.

NOTE: This story describes work that was completed by eLogic, which was acquired by Avanade in September 2022.

About Avanade
Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation.
Learn more at www.avanade.com

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