

Results: Improved customer service,
more efficient internal operations and cost savings.

Role: Laura Woods, Customer Service Team Leader
Matrix System Automotive Finishes

Topic: Improving customer service and reducing operational costs –
using Sage CRM Saleslogix Tickets for tracking customer service issues.

“We’ve seen many patterns in tracking these issues. I believe some of the most valuable are our Production, Order Entry, and Shipping Errors.

With the information we are inputting I’ve been able to print detailed graphs demonstrating not only the areas with the most incidents, but also attach a dollar figure. Many of our issues have been addressed directly with the responsible individual or department, and as a result we are slowly seeing a decrease in occurrences.

In seeing the benefits of tracking our information through SalesLogix we have also decided to now track our samples in a similar manner, giving us the ability to compare the number of samples to increase’s in sales.

I thank you for all your help and support. With the tools you have set up we are able to finally track and resolve issues in a timely manner, as well as implement procedures to improve our systems.

I believe this software can benefit many companies, and am willing to do whatever you need to pass along our satisfaction with its capabilities.”

Company: Matrix System Automotive Finishers is the largest manufacturer and distributor of automotive refinish paint products in the country, outside of the major national paint companies. Their products are used in more than 5,000 body shops on more than one million cars per year.