AN INQUIRY WEBSITE INTEGRATED WITH A CRM FOR A METALWORKING COMPANY

WHITEPAPER

A client's profile

The company offers metalworking services including metal bending, milling, turning, cutting and other metal processing required by its customers. All orders are technically unique and the company doesn't make any mass-produced products.

Fundamental information and summary:

Original status

- A simple website informing about offered services

Solution

- A professional website built on KenticoCMS, containing and organizing large amounts of content about offered services and technologies
- Website is connected to a inquiry form integrated with SprinxCRM

Benefits of the solution

- Clear presentation of the company's services leading to a contact / inquiry form connected to SprinxCRM
- Automatic transfer of contact information to the company's KenticoCMS and SprinxCRM accounts
- Less time required for processing web inquiries and analyzing marketing trends
- Incorporation of web lead collection into the company's standard business process

Software and technologies included

- KenticoCMS
- SprinxCRM
- SprinxCRM Web Connector

Introduction

Attracting visitors to your company website is the first step. The next one is turning them into your customers. Integrating your website with a CRM system makes it possible.

SITUATION

The company's current website contain mostly textual information about offered services and products. The contact page lists the company's offices including phone numbers and a contact email address.

PROJECT GOAL

Your objective is to build a website which will provide the visitors with a clear message about the company business, what kind of services are offered and which technologies they use, as well as including examples of reference projects. This part of the website will be directly connected to an interactive form through which a potencial customer can either send a follow-up inquiry or even a non-binding order. This form will be integrated with SprinxCRM so the information is automatically and instantly transferred to the CRM system for further processing by the company's sales managers.

SOLUTION

The company's website is built on the KenticoCMS platform, a Content Management System which offers you the advantage of an extensive modularity customization in an easy-to-use approach. KenticoCMS can provide solutions to several different web projects such as corporate sites, E-zines, community websites and various types of E-shops. Kentico is integrated with SprinxCRM, a Customer Relationship Management system characterized by its user-friendly frontend. Both systems are connected by SprinxCRM Web Connector, a lead-capture system developed by Sprinx Systems.

KEY BENEFITS

SprinxCRM Web Connector enables the user to collect contact data from a website's visitors and transfer this information automatically to SprinxCRM. Potential human errors are eliminated as the data transfer does away with manual data entry. The data is transferred from the website into the CRM without any delay and therefore the contact information is instantly available to sales managers who can promptly contact the potential customers with detailed information or specific offer. The integration enables the user to incorporate web lead collection into the company's standard contact management system and to benefit from all its fuctions such as contact management, marketing automation and reporting. SprinxCRM Web Connector links together advantages of KenticoCMS and SprinxCRM into an extremely effective business system.

Profile of Sprinx Systems

Sprinx Systems is a leading provider of CRM (customer relationship management) solutions and business systems including ebusiness solutions. With its four major CRM solutions portfolio and a unique combination of CRM expertise and development skills, Sprinx Systems has been successfully serving customers since 1996.

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