

**CUSTOMER**

Asbestway Abatement Corporation

INDUSTRY

Environmental Consultants/Contractors

LOCATION

Brooklyn, New York

Number of Locations

One

Number of Employees

180

SYSTEM

Sage CRM

Additional Solutions

Sage CRM KnowledgeSync

Asbestway Cleans Up Their Customer-facing Processes With Sage CRM

Since 1992, Asbestway Abatement Corporation has provided environmental consulting services, focusing on asbestos removal, lead paint testing, and mold abatement. High quality service earned them a reputation for excellence, so the company was able to thrive for more than twelve years using manual customer relationship management methods.

By 2004, however, Asbestway was beginning to see the signs of having outgrown their manual processes. With only a document management application in place to store key documents, the company struggled to give employees centralized access to customer information, which in turn made it very labor-intensive for them to provide thorough customer service. Also, communication across departments was becoming increasingly difficult because other than the data kept in the document management application, each group maintained separate records. Sharing information meant sending emails, giving verbal updates, or exchanging paper records.



Thanks to a prior relationship with a Sage CRM business partner who had helped them implement document management and an accounting application, Asbestway got their first introduction to CRM. According to Mendy Gorodetsky, president of Asbestway, "Within 15 minutes, we were convinced that we needed CRM."

Working side-by-side with their partner, Asbestway evaluated four leading solutions. Fortunately, the decision-making process was incredibly fast and direct. "Sage CRM made everything else go out the window," said Gorodetsky. "It wasn't what we wanted; it was what we needed."

CHALLENGE

Replace manual customer relationship management with a CRM solution, in order to improve customer service, facilitate intra-department communication, and streamline labor-intensive processes

SOLUTION

Implement Sage CRM and KnowledgeSync to provide centralized access to all customer-related data and to automate critical, often time-sensitive, business processes

RESULTS

Major improvements in customer service, intra-department communication, and day-to-day processes have enabled Asbestway to grow 40-50% in revenues, in the last 12-24 months, without dramatically increasing their workforce

"We're able to hire less, even though we're doing more business because of Sage CRM."

—Mendy Gorodetsky
President
Asbestway Abatement Corporation

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



Integrating Sage CRM into All Areas of Business

Today, Sage CRM sits at the center of Asbestway's business, along with KnowledgeSync, both of which were expertly implemented by their business partner. The solution not only enables advanced customer relationship management, but also automates critical processes, particularly time-sensitive ones. Now, when Asbestway is working on a project with a city-mandated deadline, key players receive email reminders to meet due dates throughout the project. Similarly, if salespeople don't receive a response to a proposal within a predetermined period, they receive email instructions to follow-up with the account.

Asbestway takes advantage of Sage CRM in every functional area of business. For example, when a new contract closes, a member of the sales staff scans or downloads the information directly into Sage CRM, which then sends automated emails to the job-scheduling staff. Once scheduled, an Asbestway technician receives the job order, which was printed out of Sage CRM. On-site, the technician scans the job order's barcode to transmit a date and time stamp back into Sage CRM.

It's a full-circle solution that enables management to track every aspect of every project, even field work. End-users also appreciate the conveniences that Sage CRM affords. Gorodetsky explained, "At first, they were skeptical of using a software solution, but now they're giving praises. It makes everyone's job easier because they're not chasing paper. Everything is right in front of them on their desktops."

Experiencing Immediate and Long-term Benefits

Since the implementation, Asbestway's customer service has dramatically improved because representatives can access any account

in Sage CRM and provide to-the-minute status on projects. Previously, the rep would have had to search through filing cabinets to piece together an answer for a customer.

Asbestway leveraged Sage CRM reporting to further improve customer service. Some clients require weekly or even daily job-status reports, often in a format particular to that customer. Asbestway's staff used to manually create each report. Now, Sage CRM automatically generates the reports according to the customer's specific requirements. The time savings from this activity alone has rippled through the organization, enabling employees to focus on customer interaction, instead of laboriously compiling data.

The solution has also helped to expedite payment collection. Now, when an invoice is processed, the Accounting system sends an automated notice into Sage CRM. If the status of that invoice doesn't change from outstanding to paid within the appropriate timeframe, the sales person for that account receives an alert to contact the customer.

With one centralized Sage CRM database, Asbestway has resolved their intra-department communication challenges. Teams can easily access shared information, each contributing to their particular area. Projects flow from sale to invoice with fewer incidents—internal and external.

All of Asbestway's achievements with Sage CRM have enabled the company to grow 40-50% in revenues, in the last 12-24 months, without dramatically increasing their workforce. "We're able to hire less, even though we're doing more business because of Sage CRM," said Gorodetsky.

Asbestway plans to generate additional benefits going forward by adding five more Sage CRM licenses and implementing Sage CRM Web Self Service to give customers online access to project status and other related information.