

## Colours & Coatings Mobilizes Its CRM and Paints Its Way to Success

*Small business finds affordable solution to centralize customer data and automate field sales*

### Colours & Coatings

Dutch company Colours & Coatings specializes in paints, varnishes and painters' supplies. The company is a distribution partner for Sigma Coatings, the market leader in varnishes and paints in the Netherlands. Colours & Coatings operates in the east of the Netherlands and has branches in Aalten, Almelo, Arnhem, Enschede and Hengelo.

### Business Situation

Colours and Coatings had long recognized the benefits of mobile technology for field sales staff. Sales representatives carried mobile devices which were synchronized with Outlook. However, they had no way to link appointments and other data to customers. "A large part of our business was already automated to a great extent," says Colours & Coatings' Rolf ter Steege. "Only our field sales force was still working in the traditional way with pen and paper. That posed a challenge."

*"CWR told a good story, but we did want to see it with our eyes first. They then set up a trial version for us, and the application really was very easy to use and modify."*  
-- Colours and Coatings

### Solution

A customer relationship management system (CRM) was clearly in order. Colours & Coatings was aware of a number of CRM solutions. However, as a small business, the company was concerned about affordability. In addition, management wanted to retain control of its IT in-house, so the solution had to be easy to use and administer.

Colours & Coatings first identified Microsoft Dynamics CRM as a potential solution. It then found CWR Mobile CRM on the Internet and was attracted by the company's mobile version of Dynamics. "CWR told us a good story, but we did want to see it with our own eyes first," recounts ter Steege. "They then set up a trial version for us, and the application really was very easy to use and modify." On the basis of these positive experiences, Colours & Coatings opted for Microsoft Dynamics CRM 3.0 and CWR Mobile CRM.



### Company Name

Colours and Coatings

### Industry

Paints, varnishes, painter supplies

### Regional Area

Northern Europe

### Business Situation

Colours & Coatings needed to store all of its customer data centrally and make the information available to field sales staff on mobile devices.

### Solution

Microsoft Dynamics CRM combined with CWR Mobile CRM

### Key Benefits

- Easy-to-use CRM system
- Mobile solution for access to CRM
- Low-cost software
- Quick implementation without a trained system administrator

## Simple implementation, rapid deployment

The first step was for Colours & Coatings to implement Microsoft Dynamics CRM. With no IT department of its own, the company needed to rely on employees with little or no experience in IT implementations to set up the system. The staff was able to set up Dynamics CRM easily and add or modify fields where necessary, quickly discovering how simple it can be to send information to the field sales force.

Once the CRM system was up and running, it was time for CWR Mobility to implement CWR Mobile CRM. "Here too, there was no long, drawn-out process," says ter Steege. "CWR Mobile CRM was up and running within a day." CWR linked its mobile version to the Dynamics CRM system, a Colours & Coatings staff member synchronized the mobile devices, and the staff had complete access to the mobile application.

## An indispensable solution

The combination of Microsoft Dynamics CRM and CWR Mobile CRM offers Colours & Coatings' field sales force access to customer data regardless of where they are. The need to open up a laptop or connect to the Internet is completely eliminated. A mobile device is all that is required. Data can be transmitted via a GPRS connection, and the application can be seamlessly updated across salespersons' mobile devices from the office server.

Protecting customer data is a priority for Colours & Coatings, so the company relies on CWR Mobile CRM's user profiles feature. Colours & Coatings established two profiles for its users, one for sales personnel and one for management. Each profile defines the scope of the user's access to data, so data transmitted can be limited as needed. In addition, if a mobile device is lost, the data it contains can be deleted remotely. In these ways, Colours & Coatings is confident that its customer information is secure.

The field sales force uses the mobile CRM version to view customer data, schedule appointments, close an activity after a visit, and report the outcome of an appointment. Management and sales personnel alike have been pleased to have reports available centrally and immediately. Now, Colours & Coatings plans to expand its use of the system, employing it to develop campaigns and draw up market lists. "They system clearly enables us to contact more customers," ter Steege observes. "As an organization which also offers its customers a lot of service and advice, we have quickly realized that we could no longer function without Dynamics CRM and CWR Mobile CRM."

## Products

- CWR Mobile CRM
- Microsoft Windows Mobile 5
- Microsoft Dynamics CRM 3.0

## Related Links

- [cwrmobility.com](http://cwrmobility.com)
- Microsoft Windows Mobile ([www.microsoft.com/netherlands/windowsmobile/default.aspx](http://www.microsoft.com/netherlands/windowsmobile/default.aspx))
- Microsoft Dynamics CRM ([www.microsoft.com/netherlands/dynamics/products/crm/default.aspx](http://www.microsoft.com/netherlands/dynamics/products/crm/default.aspx))
- [www.coloursencoatings.nl](http://www.coloursencoatings.nl)

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