

# Success Story

## Anchor Audio, Inc.

Established in 1977 and based in Torrance, CA, Anchor Audio manufactures portable and premium public address systems serving the needs of educators and government / private sector professionals.

### Trouble Hearing in a Crowd

Anchor Audio implemented a "lean manufacturing" strategy resulting in an incredible transformation that was featured in the Los Angeles Times in May 2006. In order to feed this newfound efficiency and expanded capacity on the shop floor, they began to focus on opportunities to increase sales volume by leveraging their nationwide network of over 3,000 dealers. As Ralph Maldonado, CIO, recalls, "We discovered that about 50 dealers in our entire network were producing almost all of the sales. We saw a huge opportunity to identify under-performing dealers that had sold our products in the past, determine why they were no longer effective and help them turn things around." Anchor Audio decided that a Customer Relationship Management (CRM) system would provide the tools the sales team needed to accomplish this objective.

### Interference from Multiple Systems

Finding a CRM system to meet their needs proved to be more challenging than anticipated. Ralph recalls, "We went through a period of experimentation with various applications including Microsoft Dynamics CRM which we found offered little more than Outlook with a heftier price tag. It was simply a receptacle of notes and contact information but offered nothing in the way of workflow or meaningful reports." To make matters more challenging, Ralph says, "Our sales team was using Dynamics CRM for one thing, then fumbling around in the accounting system for another. We needed to replace Dynamics CRM with a solution that would integrate with the Sage MAS 90 ERP system we've used to run our manufacturing and accounting operations for over 11 years." Thanks to a relationship with their MAS 90 provider, Anchor Audio was introduced to SageCRM and Integrated Tech – a leading provider of CRM solutions.

### Integrated Tech is a Sounding Board

According to Ralph, "It was clear to me that Integrated Tech not only understood CRM and were strong technically, they also understood business processes. They were instrumental in helping us determine where we could best leverage SageCRM to mine our database of dealers, leverage graphical dashboards and detailed reports, and identify the best opportunities to improve dealer performance and increase revenue."

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#### INDUSTRY

Manufacturer of Audio Equipment

#### HEADQUARTERS

Torrance, CA

#### OTHER INFORMATION

SageCRM

Sage MAS 90 ERP

[www.anchoraudio.com](http://www.anchoraudio.com)



**integrated tech, inc.**

END-TO-END BUSINESS SOFTWARE SOLUTIONS

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## Anchor Audio is Heard Loud and Clear

Today, the sales team relies on important information from SageCRM such as a dealer's target market, products sold and sales trends in preparation for making calls to discuss the best opportunities within the dealer's territory. Ralph adds, "In situations where we have excess inventory, we use SageCRM to identify dealers that have sold those products well in the past and offer promotional incentives to get that product out the door." In fact, Anchor Audio was able to identify enough opportunity to significantly improve revenue in a very short period. According to Ralph, "Our CRM strategy has paid off so well that we recovered our entire investment in SageCRM in just 3 weeks."

## The sweet sound of customer satisfaction

Not only did Anchor Audio recover their entire investment in 3 weeks, efficiency gains will continue to pay dividends for years to come. Using the Computer Telephony Integration (CTI) feature, SageCRM communicates with the phone system, identifies inbound and outbound calls, and automatically pops customer information up onscreen so a support representative is prepared for the call. In addition, SageCRM automatically provides a dialogue box to capture notes and follow up tasks when the call ends. Ralph adds, "This ensures that important details are captured immediately and accurately so anyone in our company that interacts with that customer has access to open issues and can pick up the conversation as if they were a party to the original call. We rarely have to route the call to some other department or call back later."

Prior to SageCRM, a customer call would take an average of 5 minutes, as customer support representatives toggled different windows in various systems to find the appropriate answer to a customer's inquiry. According to Ralph, "We had a huge call queue with a blinking Red light that flashed all day long. Using SageCRM, we've improved efficiency so much that the queue no longer exists."

## Benefits are Amplified

Before implementing SageCRM, Ralph would spend 3 or 4 hours of every day creating customized reports that pulled data from different systems in support of various departments. Ralph states, "The reporting tools in SageCRM are incredible and empower our users to slice and dice customer and dealer information anyway they like. I now have time to address the important responsibility of network administration, back ups and other critically important tasks that were sometimes neglected in the past."

In closing, Ralph says, "SageCRM has more than exceeded our expectations and I couldn't imagine a smoother implementation than we had working with Integrated Tech. They are very quick to respond with meaningful answers to complex questions. They are truly experts in their field and provide me with the confidence that great people stand behind a great product."

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- **Ralph Maldonado**  
CIO  
Anchor Audio, Inc.



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