

## Zync helps Absolent group 'Clear The Air' On Disjointed Sales Activity

### With Dynamic 365 CRM



#### Introduction

The Absolent Group is dedicated to improving air quality and reducing illnesses and conditions associated with unclean air. Headquartered in Lidköping, Sweden, the business has 500 employees across 11 different countries helping to produce a wide range of air filtration equipment. Absolent's products are used in a diverse range of industries including aerospace, food production, and pharmaceuticals

With eight separate companies within the group, each operating under their own unique brand independently of one another, Absolent saw an urgent need to unify all of their sales and marketing efforts in order to cooperate across borders and across offerings.

The management team decided to build a common CRM system between all of Absolent's companies, and recruited Microsoft Dynamics experts, Zync, to lead the project, consolidate their fragmented systems, and ensure that the entire Absolent workforce was onboard.

#### The Problem

As Absolent grew, taking on new companies as part of their group, its data source had become more and more disjointed. For one, teams separated by language and location weren't recording their data in a central system. In addition, the numerous teams were recording information differently to one another – which made it very difficult for Absolent to extract a good data set to use for analysis.

In the absence of a common sales process – linked through a single CRM system – it was becoming harder and harder for sales and marketing teams to get a transparent view from across the group.

Although the sales teams were able to operate reasonably effectively, several disconnects were creating ripples further through the business – which meant that medium and long-term planning was becoming very difficult harder – impacting the company's ability to assess new product offerings and opportunities.



*"Thanks to Zync and Microsoft Dynamics 365 Sales our salespeople are more organised and able to plan and improve customer insight. This makes following up on sales opportunities so much simpler – and means we now have a more streamlined pipeline across our different regions, segments, sectors, and brands."*

— Mattias Nurman, CIO, Absolent Group

## The Solution

To begin with, Zync brought together all sales staff from across the Absolent group to better understand sales processes within each individual company. This not only helped Absolent solidify its goals as the CRM project was set in motion, it also helped Zync assess the challenges ahead.

Following this, the Zync team then set about analysing the system's requirements. Given Zync's knowledge and expertise, it was swiftly decided that the team would build and design Absolent's custom CRM using Microsoft Dynamics 365 Sales.

The new system would then be progressively rolled out across each Absolent company – beginning with the UK and then followed by the company's operations in the APAC region.

The biggest obstacle to the adoption of new systems across companies is often getting internal teams – those who will be using it – on side and using it in the same way. To make sure this happened, Zync sent a good deal of time ensuring that the staff training would be prioritised.

This meant communicating regularly throughout the build and roll out phases, consolidating all education materials, and training super users across Absolent to empower the teams to onboard themselves moving forward. Monthly tactical meetings were key to this part of the process.

The project began in April 2019 and system rollout is now complete.



## The Microsoft Partner

Founded in 2008 and based in Gothenburg, Sweden, Zync Customer Management is an award-winning Microsoft Dynamics CRM Partner of the Year and have implemented over 300 fully fledged CRM systems in just over ten years. This massive number of installations speaks to the company's commitment to attracting, maintaining and retaining customers.

Zync focuses on using its well of knowledge and experience to provide customers with the best service in the industry. The team couples technical ability with the ethos that a CRM project is a business project – not just a software endeavour.

Although Zync works for customers in a variety of industries, the company understands the business impact of system rollouts and continual process improvements – and the need to adjust build schedules to support their client's goals.



## The Result

Absolent's goal was to unify the way that its teams operated. Prior to adopting the new system, employees in different companies would silo data in their own spreadsheets and software. But thanks to Zync's work on the new CRM, each office now shares common processes and ways of working.

This has empowered Absolent's sales teams to better organise their activities and improve the ways they approach customer interactions. Now all sales data is recorded in the same format, in one place – which every team member has access to. There's also a common 'language' between Absolent's sales teams – which will improve communication going forward.

All of these improvements in efficiency and communication have also made forecasting activities far easier. This includes potential acquisitions, which can now be assessed with more certainty in line with Absolent's current business ecosystem.

As Absolent's employees get to grips with the finer details of the new CRM system, they will undoubtedly find better ways of working together. With a continuous review process in place, Absolent now has a governance model in place and continues to work with Zync to build complementary apps that support its aftermarket operations and field teams.

*"Zync's competence and experience with Microsoft Dynamics 365 Sales was second-to-none. However, the team also has a high commitment to customer service. Whenever we have questions, they are ready to quickly respond with answers and solutions. Zync continues to be a great fit for us here at Absolent."*

— Mattias Nurman, CIO, Absolent Group



### Customer information

Customer name	Absolent group
Customer website	<a href="http://www.absolentgroup.com">www.absolentgroup.com</a>
Microsoft Bizz App Product	Dynamics 365 Sales Professional
Industry	Renewables & Environment
Company size (FTE)	500
#Users of implemented Bizz App Solution	100.
Country	Sweden



### Partner information

Partner name	Zync Customer Management AB
Partner website	<a href="http://zync.se">zync.se</a>
Country	Sweden