

Zync Helps Absolent Air Care Group 'Clear The Air' on Fragmented Sales Activity



Introduction

The Absolent Air Care Group is dedicated to improving air quality and reducing illnesses and conditions associated with polluted 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 Air Care Group's products are used in a diverse range of industries including aerospace, food production, and pharmaceuticals

With eleven separate companies within the group, each operating under their own unique brand independently of one another, Absolent Air Care Group 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 Air Care Group's companies, and recruited Microsoft Dynamics experts, Zync, to lead the project, consolidate their fragmented systems, and ensure that the entire Absolent Air Care Group workforce was onboard.

The Problem

As Absolent Air Care Group 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 Air Care Group 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 – impacting the company's ability to assess new product offerings and opportunities.



"Thanks to Zync and Microsoft Dynamics 365 Sales Professional our salespeople are more organized 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 Air Care Group

The Solution

To begin with, Zync brought together all sales staff from across the Absolent Air Care Group to better understand sales processes within each individual company. This not only helped Absolent Air Care Group 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 Air Care Group's custom CRM using Microsoft Dynamics 365 Sales Professional.

The new system would then be progressively rolled out across each Absolent Air Care Group 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 Air Care Group 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 Air Care Group'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 Dynamics 365 Sales Professional, each office now shares common processes and ways of working.

This has empowered Absolent Air Care Group'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 Air Care Group'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 Air Care Group's current business ecosystem.

As Absolent Air Care Group'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 Air Care Group 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 Professional 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 Air Care Group."

— Mattias Nurman, CIO, Absolent Air Care Group

Absolent AIR CARE GROUP

Customer information

Customer name	Absolent Air Care Group
Customer website	www.absolentgroup.com
Microsoft Bizz App Product	Dynamics 365 Sales Professional
Industry	Renewables & Environment
Company size (FTE)	500
#Users of implemented Bizz App Solution	100
Country	Sweden

Z Y N C
IMPROVE CUSTOMER MANAGEMENT

Partner information

Partner name	Zync Customer Management AB
Partner website	zync.se
Country	Sweden