

ACTON MOBILE INDUSTRIES

Mobile Office Building Supplier Automates Quoting with Experlogix and Dynamics CRM



Company

Acton Mobile Industries
Baltimore, MD
www.actonmobile.com

Corporate Details

Acton Mobile Industries is the value leader in providing mobile offices and modular buildings. With 15 offices in 12 states, Acton Mobile Industries has been offering temporary space for construction sites, schools and industry since 1970.

Benefits

- Reduced quote production time by 75%
- Changes to quoting logic are made fast
- Automate freight calculations
- User-friendly configurator interface, enabling reps to easily build accurate quotes
- Increases quote accuracy

Implementation Highlights

- Deployed Experlogix in fewer than 30 days
- Implemented Experlogix proof of concept in 5 days
- Self-sufficient after 3 day training course



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For more than 30 years, Acton Mobile Industries has been recognized as the value leader in providing mobile offices and module buildings.

The company's sales force works hard to maintain this leadership, while at the same time providing excellent customer service.

Challenge

Delivering fast, accurate quotations is an important part of Acton Mobile's sales strategy. Their custom developed software system initially met their needs. But as customer demands forced changes to their system, the need for fast, cost effective software modifications became critical.

"Our business changes constantly," says Judi Laudenklos, vice president, IT, Acton Mobile. "We needed a quoting software system that we could modify internally to meet our on-going needs."

"A great benefit of Experlogix is the system's ability to easily add or edit rules and formulas."

- Judi Laudenklos, Vice President, Information Technology

Solution

Acton Mobile replaced their custom software with Microsoft Dynamics CRM™. However, sales quoting continued to be a concern. At the suggestion of their Microsoft Partner, Tectura Corporation, Acton Mobile turned to the Experlogix Configurator.

"Microsoft CRM did not have an "out-of-the-box" quoting system that would fit our business," says Laudenklos. "The amount of tailoring Experlogix was able to do in a very short amount of time (including photos) for our pre-sales demonstration was very impressive. We knew almost immediately that the Experlogix Configurator would work well for us."

Result

Today, Acton Mobile's sales reps make extensive use of the Experlogix Configurator. When Laudenklos receives requests for changes to Experlogix's pricing formulas and product rules, she can react immediately. "A great benefit of Experlogix is the system's ability to easily add or edit rules and formulas."

"For example," continues Laudenklos, "sales recently asked if we could have Experlogix calculate freight only on certain products. I was able to modify a rule and redeploy to the field without the delays and expense of custom coding. Our reps love using Experlogix. It's now very, very easy for them to do a quote."