

# Act! CRM helps firm to engineer new sales opportunities



act!™

By using Act! CRM to identify trends in their marketplace, this multi-disciplinary engineering firm has created new sales opportunities that have significantly improved its competitive position.



**KH**Engineering

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**Ronald den Toom**  
Business Development Manager

For nearly 70 years, KH Engineering has been designing and constructing ever more complex projects for the processing sector.

Founded in 1949, it has now grown into a 600-strong company that is able to master anything from an installation upgrade to building an entire plant from start to finish, anywhere in the world. “These projects are the greatest challenge,” says Business Development Manager Ronald den Toom, “but they are also the most exciting for us.”

Inevitably, any large scale processing facility takes years to complete and produces a mountain of data and analysis. To help them deal with all this information the company now uses Act! CRM, though that wasn’t always the case.

## Greater confidence and control

“Initially, we built our own database in Access, but that didn’t give us the overview we wanted. So back in 2012 we started looking for a system that would be better for management reporting and easier to use,” says Ronald.



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Because Act! CRM is so easy to customise, Ronald and his team now can quickly generate the kind of reports that management and shareholders are looking for. This gives them greater confidence in each project. As Ronald says, “Knowledge is power”... and that’s exactly what Act! CRM delivers.

## Intuitive to use

Ronald has also been impressed by how intuitive Act! CRM is to use — something that was absent from other systems they tried — which is one of the main reasons Ronald would always recommend Act! CRM in preference to other available software.

“Microsoft® Dynamics for example,” says Ronald, “is now so complex that you’re fumbling around endlessly with it before you’re able to export a usable report. On the other hand, Act! CRM lets you do exactly what you need it to.”

Ronald was also concerned that if Microsoft® could suddenly take a program like Paint off the market, there was a question mark over the long-term durability of a program like Dynamics.

“So when we compared Act! CRM to other products, it won hands down,” says Ronald. “With Act! CRM we can also analyse everything down to the smallest detail, so we’re able to see trends in what our customers are requesting and what we have offered by way of response. For example, did we offer them a discount and what effect did that have?”

By using Act! CRM to focus in at a granular level, the company now has a way to reliably forecast and evaluate future sales opportunities.

“As long as we keep feeding the system relevant information, it keeps providing us with the comprehensive sales picture we need.”



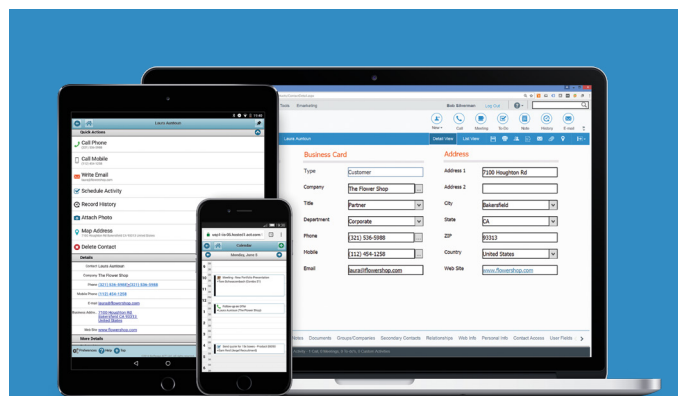
## Single system ownership

Another important aspect for Ronald is the ability to have a single system owner with Act! CRM. “You need someone who can keep an eye out for misuse, otherwise things can end up all over the place,” he says. “You also want them to be thinking of clever ways to make Act! CRM work more efficiently, not just for themselves but for the whole business — often we think of something and within half an hour our IT department will have it up and running.”

That’s an impressive level of response, much appreciated by a company that’s always looking to be in tune with its marketplace.

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## Results

- With Act! CRM, KH Engineering now has a clear, concise way to calculate potential sales opportunities, contributing further to the €150 million it already generates annually for the Ludan Group of which it is part.
- Act! CRM allows the company to analyse trends in reports down to the smallest detail across sectors that include the chemical, pharmaceutical, petrochemical, storage and logistics industries.
- Since Act! CRM is so easy to customise, it’s possible to quickly generate reports that provide management and shareholders with the information they need and are looking for.

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