

Vasco Group improves follow-up thanks to Microsoft Dynamics 365

Vasco Group PLC is a holding company with 9 branches throughout Europe. They produce and distribute panel and designer radiators, ventilation and underfloor heating systems according to the '3 Sturven Model' (supplier – wholesaler – installer).

Vasco needed to refresh its existing CRM environment. For the implementation of Microsoft Dynamics 365 Online, Vasco partnered with Net IT. "We chose Net IT because we were convinced that they could complete the project on time, on budget and on scope," says Hans Steenbreker, IT Director at Vasco. "The cultural click we feel with Net IT employees also influenced our decision."

Together with Net IT, the scope of the new CRM project was defined. The main focus was on General Sales, Projects and Marketing. Today, the Sales and Projects sections are in full swing. In the near future, after further refinement, the Marketing section will follow suit.

CRM for Management and Sales staff in 9 European countries

The main users of the CRM application at Vasco are the Management and Sales staff, both internally and in the field, spread across 9 different European countries. "We rolled out the CRM implementation to our 65 country managers and sales representatives in the field, 30 internal sales reps and 10 members of management. We provided a full range of intensive trainings to make that happen," explains Hans Steenbreker. Vasco demonstrated to its sales team that CRM is so much more than just administration. CRM is a strategy designed to give you a 360° view of your client.

"Our sales representatives understand that they need CRM to perform their job more successfully. Thanks to the new CRM environment, our sales team can now easily look up the latest information about clients and projects: how far along are they in the buying process? How does the client feel about Vasco's products? Does the sales rep need more arguments to persuade the client? All of this leads to a



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360° view of the client that allows you to make the difference and sell more effectively.”

Improved follow-up with Microsoft Dynamics 365

The previous version of the CRM application no longer met the needs of the organisation. The sales representatives spent more time on Excel sheets than on the CRM tool itself. Every month, they sent different Excel sheets to each other explaining the on-going projects. Every single sales rep then adapted

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IT Director at Vasco Group PLC

these Excel sheets with his or her comments. As a result, management and the sales team no longer had an up-to-date and complete overview of all on-going projects. Thanks to the new CRM implementation, Excel sheets are no longer used and all information about projects is gathered in one central location.

“I’m so pleased that we can now work with this CRM environment. It’s such an improvement compared to the past. We can always tell when a colleague has been to a client and what was discussed,” says Hans Buitenhuis, Commercial Technical Advisor at Vasco Netherlands. “For example, in the Netherlands, we have 10 sales representatives on the road: 5 for radiators, 3 for underfloor heating and 2 for ventilation systems. Our sales reps visit the same clients, so it’s very important to know what your colleague has already discussed with a certain client and where that client is in the buying process.”

Quick overview of sales figures through integration of Power BI

Vasco also connected its CRM environment to Microsoft Power BI and an existing BI (Business Intelligence) solution. This allows management to quickly gain insight into the sales figures per customer group, per country and per sales representative. “The integration of Power BI shouldn’t give clients the impression that we keep an eye on them. We use it to make better decisions,” explains Hans Steenbreker.

The sales team also makes use of Power BI. And because it is available on mobile devices, sales representatives can always consult their own figures and statistics. Before visiting a client, he/she can consult the CRM and see the type of products and amount the client has ordered and whether the turnover is increasing or decreasing. Based on this, a more targeted approach can be undertaken towards the client.

“What they say is what you get” and “What you see is what you get”

“The collaboration with Net IT is going very well. When we make appointments with the staff at Net IT, they do exactly as we agreed upon. I think that’s very important in business. At the end of the day, business is done by people with the right cultural fit. We speak the same language as Net IT. We only need to say a few words and they understand our needs right away. If you don’t have that connection, it can lead to a rough and rocky collaboration. That certainly isn’t the case with Net IT. What they say is what you get and what you see is what you get,” concludes Hans Steenbreker.

