

CUSTOMER

Dollar Thrifty Automotive Group, Inc.

INDUSTRY

Car Rental

LOCATION

Tulsa, Oklahoma

Number of Locations

860

Number of Employees

7,000+

SYSTEM

Sage SalesLogix
Scribe Insight

CRMatic Drives Successful Customer Relationships For Dollar Thrifty Automotive Group

Dollar Thrifty Automotive Group, Inc. is a Fortune 1000 Company headquartered in Tulsa, Oklahoma. The company's brands, Dollar Rent A Car and Thrifty Car Rental, serve value-conscious travelers in approximately 70 countries. To communicate effectively with its corporate customers and win new deals, Dollar Thrifty Automotive Group relies on Sage SalesLogix and the talented consulting team at CRMatic.



updated customer information from the corporate office.”

A Centralized Customer Database

Dollar Thrifty Automotive Group employs dozens of field sales representative who operate from home offices across North America. Before the company implemented Sage SalesLogix, each representative had been using ACT! by Sage on their laptop computers. Kristi Benton, manager in the sales support department of Dollar Thrifty Automotive Group explains the situation the company faced, “Because all of the representatives’ information was stored locally, the corporate office had no access to it, nor did the representatives have access to

The situation came to a head when the sales force grew three-fold in just a few months. “The problem instantly multiplied,” says Benton. “We needed a more powerful, centralized CRM database that our representatives could access anytime and from anywhere.”

With the help of the consultants at CRMatic, the company evaluated several CRM systems, including ACT! by Sage Premium, Oracle, and JD Edwards EnterpriseOne CRM before selecting Sage SalesLogix as its solution.

CHALLENGE	SOLUTION	RESULTS
Stand-alone contact management software prevented department-wide data sharing and limited growth. The company needed a CRM system with the capability for remote access.	CRMatic implemented Sage SalesLogix with intuitive navigation, scalability, customization, and integration capabilities.	Automated lead gathering puts leads in representatives’ hands sooner. Data sharing facilitates consistent messaging, Sales management tools help to identify areas for improvement.

"The success we've achieved by establishing a powerful centralized customer communications tool is measurable. CRMatic assembled a powerful solution for us."

Kristi Benton, Manager,
Dollar Thrifty Automotive Group

"Our accounting software is JD Edwards, so there was a strong push to use its CRM system, however the remote access and data synchronization capabilities in Sage SalesLogix are stronger," explains Benton. "Combine that with its intuitive navigation, scalability, and customization flexibility and it came out the winner."

Integration With Web Site And ERP

The architecture of Sage SalesLogix lends itself beautifully to integration with other applications, including the Dollar Thrifty Automotive Group Web site and ERP (Enterprise Resource Planning) software. To facilitate the required data mapping and transfer between applications, CRMatic implemented Scribe Insight, an add-on solution for Sage SalesLogix.

As a visitor completes a form on the company's Web site to show their interest, the new opportunity is captured and the data is sent directly to Sage SalesLogix where it is automatically routed, based on geographic location, to the appropriate sales representative.

CRMatic configured the Leads database within Sage SalesLogix to track the status of the new corporate accounts as they are pursued from initial contact through contract execution. "They added additional fields and altered the processing to suit the way we operate," says Benton. "Now, when we indicate that we have received a signed contract, a notification message is automatically sent to our accounting software for new customer setup and billing. We get the deal in motion more quickly now, and with much less overhead."

Improve Communication

The field sales force at Dollar Thrifty Automotive Group relies on the software

to track appointments, tasks, and phone calls. The information they record is available to their sales managers and to the accounting staff in the home office, boosting cross-department communication.

"Previously, we had instances where our credit department might place a customer on hold for slow payment without knowing that the sales representative was already working on the situation," explains Benton. "Now, both accounting and sales are working from the same database and the result is a more cohesive approach to serving our customers."

Deliver Sales Management Tools

With accessible, real-time data at their fingertips, the company's management can easily track the status of contract negotiations and analyze the reasons behind both wins and losses. Dashboards within the software provide sales managers with vital information like top performers, number of open opportunities, and the status of those opportunities. This information allows managers to work with their representatives to overcome hurdles in the sales process and win more deals. "Managers can quickly identify a particular representative that might need some coaching to help them build their sales volume," Benton explains.

Benton says the department's success with Sage SalesLogix is causing other departments within the company to consider adopting the software too. "The success we've achieved by establishing a powerful centralized customer communications tool is measurable. CRMatic assembled a powerful solution for us," Benton concludes.



3535 Westheimer Rd, #215, Houston, TX 77027
713.623.1711 • www.CRMatic.com

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