

Sage ERP Accpac Extended Enterprise Suite | Customer Success

Sage ERP Accpac Extended Enterprise Suite Serves Up Smooth and Consistent Communication at Yocream

Yocream International, Inc., manufactures frozen yogurt mix and smoothie products for wholesale distribution across the U.S. It began in 1977 as a chain of retail stores, then shifted to manufacturing in 1987. The company recently went into partnership with Dannon to sell soft-serve frozen yogurt under the Yocream/Dannon brand. Primary customers include food service distributors who sell to customers at convenience stores, restaurants, schools, and hospitals. The most popular place to find the product is in the food court at Costco as the current signature frozen yogurt, smoothie, and Marionberry sundae. Portland, Oregon, is the base of operations for all manufacturing and management staff. As the company grew, outgoing sales reps needed to track all of their contacts in a more visible and efficient way. A long-time user of Sage ERP Accpac as an accounting system, Yocream scooped up SageCRM to solve its problem.

SageCRM Breaks the Ice Between Sales Reps and Managers

“The biggest issue we had to resolve was smooth and consistent communication among the sales force,” says Brad Gaylor, Yocream information systems manager. “We have reps all over the country, in Florida, Northern California, and Michigan, while our sales managers are here in Portland. There was no way to know what was going on with everybody. Were they out of town? Who were they seeing? We either had to rely on email or Outlook®, so no one knew the other’s schedule. It was impossible to monitor any overlap in communication between one rep and a customer, and another rep and potentially the same customer. The problem was definitely costing us in productivity.”

Yocream implemented SageCRM, and its Sage business partner was invited to conduct a training class at the company’s annual national sales meeting. “It’s been pretty smooth sailing,” continues Gaylor. “The biggest gain from SageCRM is the ability to share customer and prospect databases with all users and to share ideas. We were aiming to better manage leads and accomplish more sales growth, which we are seeing as a result of SageCRM.”

Customer

Yocream International, Inc.

Industry

Wholesale Food Products
Manufacturing

Location

Portland, Oregon

System

Sage ERP Accpac
SageCRM

- General Ledger
- Accounts Payable
- Accounts Receivable
- Order Entry
- Inventory Control



Challenge

Counterproductive sales activity due to lack of consistent communication among field sales reps and managers located all over the U.S.

Solution

SageCRM central database accessible to remote sales reps using SageCRM Solo offline client.

Results

Better management of sales leads and increased sales growth due to increased communication among the sales team.

Sage ERP Accpac Extended Enterprise Suite

Customer Success

Individual Servings of Information for Everyone to Share

Yocream has 24 registered users for SageCRM, including nine using SageCRM Solo with remote computers. Through synchronization, the SageCRM Solo Server enables remote users to operate SageCRM without being connected to the main network. The Yocream remote sales force gets portability and support using SageCRM Solo on wireless laptops, at home and on the road. Whenever it's convenient, the reps connect to the server and synchronize the data, which rapidly integrates the entire sales force providing them with critical real-time information.

"Our sales managers in-house are brought up to speed on what's going on out in the field, and vice versa. It gives them the macro and micro view. They utilize it for following up deadlines, attacking a specific proposal, or rectifying a customer problem. Our rep in Florida knows what our rep in Michigan is doing without having to call. There has been a significant increase in communication among the sales team," states Gaylor.

Since the implementation, Yocream has ordered an additional SageCRM Solo Server and name user license. An added bonus is that now if a laptop crashes, Yocream no longer loses the information on the sales rep's hard drive because it's all been synchronized beforehand with the central database.

Selection Process Melts Away SageCRM Competition

In Yocream's search for a CRM product, the company ended up looking at two major players in the CRM market. "We chose SageCRM for several reasons. First, there was an independent networking magazine CRM product review that ranked SageCRM among the best. Plus we had been working with the Sage business partner for four years, who was therefore a known commodity regarding customer service issues. And finally, being a long-time Sage ERP Accpac user, the fact that SageCRM integrates easily with Sage ERP Accpac was very important. Even though we haven't integrated it yet, having that capability is very positive."

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—Brad Gaylor,
information systems manager
Yocream International, Inc.

Sprinkled With Useful Features Users Really Like

SageCRM has a lot to offer, including Sales Force Automation, which enables remote reps to access up-to-the-second resources to close sales. It also offers sales forecasting, graphic analysis and reporting, and much more. Gaylor adds, "Most of the users were brand new to this kind of tool. Now that they are used to it, they really like it. Overall, it interfaces smoothly, is easy on the eye, and is easy to use."

About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.2 million small and mid-sized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,400 people and supports 6.3 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com.
