Hitachi

Client Success Story

Australian Construction Equipment Distributor Accelerates Time-to-Quote and Improves Order Accuracy

Hitachi Construction Machinery (Australia) Pty Ltd (HCA) improves customer service to its heavy equipment distribution network and ships more orders faster, while increasing user adoption of Microsoft Dynamics CRM internally.

Challenge

Heavy construction machinery, excavators, dump trucks, wheel loaders, and graders are highly complex pieces of equipment, typically custom ordered to fit the needs of each customer. Hitachi, a globally recognized brand, was increasingly challenged to configure orders with their current systems and procedures in place.

HCA operates 25 branch locations across Australia. The company had implemented Microsoft Dynamics CRM to better manage its diverse customer base. Microsoft Excel was used at each center to configure and manage quotes and orders. It was extremely difficult to ensure that each instance of Excel contained the most current component parts and correct pricing, and the system was error prone due to heavy dependence on proficiency of workers remembering what parts could — and could not — be configured with each product.

CLIENT
Hitachi Construction Machinery (Australia) Pty Ltd (HCA)

PARTNER
Experlogix

PRODUCTS AND SERVICES
Microsoft Dynamics 365 CRM

CORPORATE DETAILS
Hitachi Construction Machinery (Australia) Pty Ltd (HCA) distributes a broad line of equipment used in construction, mining, quarry operations, and forestry. The company offers a full line of hydraulic excavators, dump trucks, wheel loaders, and graders along with parts and services. It also distributes John Deere and Bell products and associated parts and services through its 25 branch locations across Australia.

COUNTRY
Australia

In addition, Dynamics CRM and Excel were not integrated, and it was difficult to instill discipline in using Dynamics CRM. The company made the decision to invest in an automated product configurator that would seamlessly integrate with Dynamics CRM to improve quality assurance of configurations and quoting.

Solution

 "Experlogix fit our business needs, and it integrated seamlessly with Dynamics CRM," said Craig Walsh, CRM Administrator. "Integration with Dynamics CRM was huge. It meant that sales representatives couldn't randomly generate a quote outside of Dynamics CRM — and that the customer had to be in the CRM database."

Experlogix's rules engine was another significant benefit. The rules engine permits only valid order configurations. "Experlogix prevents people from making mistakes," Walsh said. "It helps guide them to the right answer."

Sales reps configuring orders start in Dynamics CRM. "They open up a new sales opportunity with a specific customer and then hit the Experlogix button, which brings up a menu of all the product series. All the information you need — all options and pricing — is right there," Walsh stated.

Result

One of the big benefits in the implementation of Experlogix was a huge increase of Dynamics CRM usage across all seven divisions of the company. "With an integrated CRM/ CPQ environment, there's so much information available at your fingertips, and everyone began to see the value in it," said Walsh.

Experlogix has also had a significant impact on time-to-quote, which greatly reduces time-to-market of assemble-to-order products. "Experlogix has made it much faster to create valid orders," he said. "We've seen about a 50% improvement in time-to-quote, and accuracy in quoting has also improved about 50%."

Experlogix also fits neatly into HCA's ISO9001 environment to ensure document versions are controlled. The end benefit and result ensure equipment orders are supplied correctly to the customer.

As an Experlogix Administrator, Walsh stated that it is easy to create new configuration pages for new products or new divisions. "We recently bought a company called Wenco, a Canadian company that provides Fleet Management systems. They're very different from what we do, but I can design a new landing page for that team to use in quoting — and it'll all be within the same Experlogix system."

Accurate quoting with Experlogix in Dynamics CRM affords more accurate forecasting of inventory requirements. "It's easy to look at how many quotes we have, how many machines we've sold, and then forecast what the company anticipates selling going forward," said Walsh.

Walsh's job has been made easier, as well, with the quality of service that he's received from the Experlogix support team. "Experlogix has the best customer service from a vendor that I've ever experienced," he said. "They're extremely responsive. If you have a problem, they pull out all the stops. When I call, if the people I'm talking to don't know the answer, they pull others into the call to resolve the issue."

"You need to have reliable support," he said. "In past dealings with other vendors, they typically hand you a manual, and you're on your own. Experlogix makes sure that the system is working the way you need it to before they let you go."
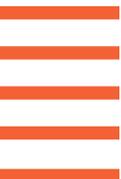
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Craig Walsh
CRM Administrator

Microsoft

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