

Jupiter Consolidated Group unifies lead sharing and management processes with NexusTek and Microsoft Dynamics CRM™

Jupiter Consolidated Group

Overview

Locations: Denver, Fort Collins, Colorado Springs, CO

Solution Highlight: Microsoft Dynamics CRM

Customer Profile:

With more than 400 employees and annual revenues of \$150M, Jupiter Consolidated Group holds 10 subsidiary businesses in the construction industry. They provide office furniture through OfficeScapes, the largest Colorado Front Range office furniture company. Sister companies provide tenant finish services (i2 Construction), commercial carpeting (Floorz), and network, audio-visual, telephone, and security systems (LINX).

Business Situation:

Jupiter Consulting Group (JCG) lacked a consistent, unified approach to lead sharing and management between subsidiary companies. Cross-selling was difficult and clumsy, limiting the synergistic success of the overall portfolio. Inaccurate and redundant information created employee frustration and loss of productivity.

Solution:

NexusTek deployed Microsoft Dynamics CRM across the JCG enterprise, automating and streamlining lead sharing and follow-up processes.

Benefits:

- Effective lead sharing and cross-selling between sister companies
- Improved sales performance across the portfolio
- Reduced employee frustration and greater productivity

“ NexusTek really listened to our needs in designing this project. They brought years of expertise and experience to the table that the other companies we looked at simply did not have. ”

– Jim Perry, President, Jupiter Consolidated Group

Business Need

Jupiter Consolidated Group (JCG) controls 10 subsidiary companies in the construction industry. Before enlisting the help of NexusTek, the company did not have a unified process for recording, sharing, and managing lead information. They were using several different systems to manage this data, in some cases tracking information manually. The lack of communication and consistency between the companies resulted in lost, redundant, and inaccurate information. Missed opportunities for cross-selling and challenges with related processes were limiting the success and growth of the portfolio companies.

Solution

NexusTek implemented Microsoft Dynamics CRM for all of the companies within JCG. Part of the solution included centralized lead management, automatically alerting project managers of one or more relevant JCG companies when a lead had been created by a sister company. This created a master lead concept for the company. For example, if the company that handles flooring creates a lead, they can check a box to have the lead shared with the company that handles furniture and a lead is automatically created in that company's CRM system.

Visibility to key information was granted to all individuals in the JCG enterprise, enabling a centralized and unified method of managing lead and customer data across the entire organization.

JCG and NexusTek worked together to leverage these enhanced collaboration capabilities by designing a process for effectively sharing leads and improving cross-selling results.

Results

JCG has seen significant improvement in their cross-selling effectiveness by implementing key processes designed by NexusTek and enabled by Microsoft Dynamics CRM. Redundant and inaccurate information has been greatly minimized through the use of centralized data management. Leads are pursued in a timely manner, and sister companies are alerted of shared leads quicker and more often through an automated process. Employees are more productive, less frustrated, and sales are at an all-time high.