



Pride of Ownership Builds Success for Mid South Building Supply

You notice something a little different when you visit the website of Mid South Building Supply. The About Us page features a picture of the owners, which is not so different... except the picture is a large group of Mid South employees. This 40-year-old employee-owned building supply company is different, with an organization-wide commitment to exceptional customer service.

That dedication to customer service is what motivated Mid South to change the way they managed customer interactions. As a supplier of kitchen and bath cabinetry, exterior siding products, and new and replacement windows and doors to remodeling contractors and residential home builders, Mid South deals with lots of moving parts with each sale.

Too many unconnected systems

Over time Mid South had also accumulated too many moving parts within their internal systems, requiring duplicate data entry and business processes that were more complex than they needed to be. Sales Managers had no insight into call activity, let alone pipeline projections, without asking each sales rep individually. Sales people were using their own tools to manage leads and notes such as Excel spreadsheets and ACT.

Management set out to find a system that would assist in the sales process from managing a lead to opportunity to closure all in one database. They wanted a system that would track emails and log activities viewable across the organization. Management wanted robust reporting and projection capabilities, while IT wanted a system that would be easy to maintain. The finance department wanted a system that could integrate to their legacy system so they could share customer information.

Connecting all the parts

After careful evaluation of their options, the Mid South management team chose Microsoft Dynamics CRM to connect systems and make work simpler for employees. Dynamics CRM works directly through Outlook and has strong reporting and analytics. Best of all, Dynamics CRM is integrated to their ERP solution running on a Progress Database and captures relevant industry business data. Connected with all of the Microsoft Office applications, Dynamics CRM helps day to day tasks get done faster with less hassle.

Now that Mid South's Sales, Finance, and Customer Service departments are connected, when an order is created in their ERP application the invoice is sent to Dynamics CRM. Sales and customer service can track orders and better manage customers because the information is right at their fingertips.

Better decisions that support growth

The Mid South Building Supply team makes more informed business decisions now using key sales data and metrics that reflect trends across their business and across their industry. Easier sales process means the sales team provides proactive customer support for a true competitive edge. Microsoft Dynamics CRM is fueling new growth for Mid South based on exceptional customer service – and that makes the owners very proud.