



Isuzu Commercial Truck of America

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At A Glance:

• Company:

Isuzu Commercial Truck of America is one of the leading manufacturers and distributors of medium and heavy-duty trucks

• Location:

Cerritos, CA

• Industry:

Manufacturing, Wholesale/Distribution

• Challenges:

- Previous CRM system underpowered and infrequently used
- Limited visibility into fleet representative activities led to inefficiencies
- Industry-wide downturn placing pressure on sales

• Other software considered:

Custom vertical software

• Results with NetSuite:

- Intuitive, Web-based NetSuite CRM adopted rapidly by fleet sales organization
- Dashboards and reports available on demand, giving US and Japanese management clear insight into all sales activities
- Introduction of best practices in CRM positions company well for future strength

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*— Shaun Skinner, Executive Vice President and General Manager
Isuzu Commercial Truck of America*

The Results:

Implementing NetSuite CRM has given Isuzu Commercial Truck of America (ICTA) reliable, efficient insight into its most important customer relationships, reducing the manual burden of reporting and other administrative tasks and freeing up more time for representatives to interact with customers. The added visibility and standardization of processes positions ICTA well to maintain its 70 percent market share in LCF medium and heavy-duty trucks.

NetSuite CRM brought best practices to ICTA, which were further refined by internal customization to match the unique terminology and requirements of the commercial truck business. "We had some old-time people who would maintain accounts on the back of an envelope, but with NetSuite's ease of use and a little internal competition, we were able to load hundreds of our most important customer contacts in the first month," says Todd Bloom, VP of Marketing and Fleet Operations at ICTA.

By standardizing activity entry and recording, for the first time ICTA can evaluate its fleet representatives on a truly equal basis. "In management, we monitor dashboards and pull down activity reports on a daily basis, which allows us to respond to problems or communicate with and assist our reps on their accounts," Bloom says. "And our Japanese colleagues are able to understand our activity much more readily than ever before as well."

"Our goal is to keep our field reps in front of the customers for the greatest amount of time," Bloom says. "Implementing NetSuite CRM will help us reduce the time we spend in meetings and doing paperwork and reports."

The Challenges:

Like many manufacturers with high-value products and a distribution channel, ICTA maintains a fleet sales organization which has a direct relationship with its largest and most important customers. With rising fuel prices and a weakening dollar, the company has put

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laser focus on excellence of execution. "The transportation market has been as adversely affected as any business," says Shaun Skinner, EVP and General Manager at ICTA. "By focusing on better blocking and tackling, by being diligent, we're going to be in better shape. When we get to the point where more companies are ready to buy, we will get results."

A company reorganization in 2007 put into clear perspective the need to have clear, concise insight into each and every customer relationship. "We had a CRM system, but it was not being utilized very effectively by our fleet department, and we were too reliant on individuals to house the data," Skinner says. "We wanted to find a system that would adapt to our needs better, and that our fleet representatives would use on a regular basis."

The Solution:

After considering more than a dozen competing solutions, ICTA selected NetSuite to bring order to its fleet sales customer relationship processes. "Some solutions we considered lacked the adaptability we needed, and others went far beyond anything we would ever need to do," Skinner says. "NetSuite showed us a balanced ability to grow with us, without trapping us in a product that is too complex."

Already, NetSuite CRM has helped ICTA standardize its processes, including a common repository of customer outreach collateral which can be quickly customized to each client engagement. "Having these presentations, letters, and templates available in one place and communized saves the field a huge amount of time, helping them spend more time in front of the customer," Bloom says.

NetSuite has proven flexible enough for ICTA to do most of its own customizations internally with the guidance of a professional services representative. ICTA is even sharing out its system with a sister company on the engine manufacture side which needed its own relationship tracking. NetSuite's customer support has quickly resolved glitches encountered by ICTA. "We had an issue with duplicate entries, but everybody jumped on that pretty quickly and NetSuite addressed the issue," Bloom says.

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