Cloud Based Enterprise Mobility Solutions

Commercial Transportation

Fortune 500 Transportation Giant Regains Sales Mileage with Cloud Based CRM Solution

With Real Time Data Analytics RyderZ sales force drives customer success

"CloudSource App and Data.com deliver fresh, accurate data to our sales team. And with the Cloud1 Mobile App, that intelligence is actionable and accessible from anywhere." **—John Glenn, Chief Sales Officer**

RyderZ scales heights of Fortune

When Jim Parker founded RyderZ, during the depths of the Great Depression, he had a long-haul vision. A vision to help businesses, all over the world, to transport freight with ease and efficiency.

It was a modest beginning with just one Model A Ford truck. Jim used to wear 2 wrist watches each set to a different time zone, as he realized precision and planning were crucial to deliver goods on-time.

From those early days in 1933, over the years RyderZ has helped several businesses world-wide to grow, by outsourcing freight transportation to the experts.

With smart logistics, advanced fleet management systems and unparalleled industry knowhow, RyderZ is now a Fortune 500 company with $6 billion in annual revenue. Their transportation network spans North America, Europe and Asia fueling the growth of their customers.

Data driven decision making = Key Business Driver

Streamlined distribution system, efficient supply chain and cost-effective fleet management are the three pillars of RyderZ's success story. And smart, informed decision making is at the core of their business model.

As early adopters of Business Intelligence systems, RyderZ's IT division had developed a CRM system modelled on XCloud's industry leading CRM architecture. However with business expansion, both in terms of geography and services, their in-house CRM was falling short of the operational demands.

Although the CRM was deployed across RyderZ international sales locations, maintaining up to date sales data became a challenge. As a result the customer profile and sales performance information were often stale.

Besides there was no straightforward way to upgrade the CRM system to harness the enormous data volume for analytics. This began to affect their operational efficiency and even worse, the sales figures.

In 2010, RyderZ's Fleet Management Solutions (FMS) business, which leases, rents, and performs contract maintenance on trucks, started replacing its homegrown CRM solution with XCloud's CloudSource App.

"This was a dramatic change, moving to the cloud," says John Glenn, Chief Sales Officer.

Customer Profile

RyderZ Inc. is a fortune 500 commercial transportation giant with an annual revenue of $6 billion. Their operations spans North America, Europe and Asia.

Business Challenge

As a leading provider of worldwide fleet management service, RyderZ was heavily dependent on their CRM system. It was developed in-house and was deficient in providing real time accurate data for their global sales force. The impact was felt directly on sales numbers and revenue.

Solution

After RyderZ migrated to XCloud's CRM solution and CloudSource app, data refresh happened in real time. XCloud's user-friendly MobileApp solution enabled sales reps access most recent data. Advanced analytics generated accurate sales reports in less than 5 minutes. The MobileApp also enabled field reps log entries and collaborate around deals anywhere, anytime.

Results

The operational efficiency and cost effectiveness of using industry's leading cloud based CRM was evident in RyderZ sales numbers.

- Activity logging increased by more than 30%
- Accuracy of pipeline data improved by more than 20%
- Less than 5% of opportunities had "bad data"

XCloud

With XCloud's CRM sky is the limit

Although RyderZ's homegrown CRM system was modeled on XCloud, Glenn recognized that it would be more efficient and cost-effective to leverage the expertise of XCloud directly. "We are not in the CRM business, so we knew we could greatly benefit from XCloud's R&D and experience," he says.

Step by step, RyderZ rolled out CloudSource App everywhere. From the inside sales group to its vehicle service centers located across the country. With many of these employees spending 50-75% of business hours on the road, XCloud's Cloud1 Mobile App was deployed on their smartphones. This added to convenience and efficiency of managing RyderZ's sales pipeline. And with cloud-based deployment, upgrades to latest versions with improved features became fast and easy.

"The simple ease of using XCloud's CRM using their Cloud1 Mobile App is huge for us," says Glenn. "With the user-friendly Mobile App interface, just click, complete, and you're done."

Sales enablement accelerates business growth

XCloud has also played a key role in enabling RyderZ's sales force with access to reliable data. The number one reason for CRM failure is bad data – whether it's out-of-date contact info or inaccuracies in sales reports generated by employees.

Using Data.com and Cloud1 Mobile App, RyderZ sales team now always has up-to-date, accurate information about companies and contacts, from names, emails, and phone numbers to employee counts, and more.

Before Cloud1 Mobile App, ensuring the accuracy of data generated by field sales was another challenge. Like many companies, RyderZ sales reps in the field often waited until they returned to their desks before filing reports or updates.

"All our sales tools are only as good as the data," says Todd Skies, SVP Sales, and Supply Chain Solutions. "If our data wasn't reliable or up-to-date, our team couldn't make solid decisions around it."

With Cloud1 Mobile App, reps can now log activities, update opportunities, and collaborate around deals anytime, anywhere. And the results speak for themselves:

- Activity logging increased by > 30%
- Accuracy of pipeline data improved by > 20%
- Less than 5% of opportunities have "bad data"

"Cloud1 Mobile App eliminated the lag time between sales calls and filing sales reports. And that has made all the difference." says Skies.

Even more impressive has been the impact on contract management. By deploying a custom Contract Management Object and the electronic-signature application, DocuSign, RyderZ significantly reduced the average time to approve contracts.

"Cloud1 Mobile App provides our sales team the real time pipeline and customer visibility they require while on the road," says Skies. "It is a key driver to proactive sales and increased sales production."

WANT TO KNOW MORE?
TO FIND OUT HOW XCloud CAN HELP YOUR BUSINESS,

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