

Wisconsin Film & Bag

DTR™ ERP

An Empowered Sales Force



Eliminating Loopholes

Despite a lagging economy, Wisconsin Film & Bag is set on rapid growth through the expansion of products, geographical markets and, subsequently, revenue over the next five years. To achieve these goals, the company's business model centers on superior customer service marked by quick turnaround. With plants in Shawano and Hartland, Wis., functioning at a combined capacity of 38 million pounds, Wisconsin Film & Bag requires the seamless management of business intelligence to ensure successful data sharing throughout the entire organization.

Key to Wisconsin Film & Bag's success is the ability of its sales force to transform strategy into operational processes and business functions, resulting in customer retention and loyalty. This process is not only contingent on keen insight and market awareness, but also on current, accurate and consistent information.

For many years, Wisconsin Film & Bag's sales staff operated its own system of data tracking, which generated informational inconsistencies throughout the organization. "Our salespeople used their own software systems to keep track of their customers and prospects. So, internally, our main database was not being updated or accessed on a consistent basis," said Wisconsin Film & Bag Chief Financial Officer and Director of Business Integration Alan Johnson. "It contained outdated information and created loopholes in the sales cycle."

Going Live to Target Customer Relations

Since 1998, Wisconsin Film & Bag has employed DTR from Consona as its enterprise resource planning (ERP) software. DTR is a comprehensive manufacturing, distribution and financial management software that addresses the unique requirements of the plastics processing industry. The company went live with a newer version of the software, DTR v.9, featuring the robust customer relationship management module DTR-CRM.



ROI at a Glance:

Wisconsin Film & Bag, a leader in the flexible packaging industry and producer of plain and printed custom polyethylene bags and film products, realized a significant return on investment within the first year of using DTR Plastics software, including:

- Centralized customer accounts.
- Instant access to current customer data and customer history.
- Enhanced customer relationships.
- Increased sales.
- Reduced sales lead time.
- One-stop reference for knowledge about customer needs, motivation and behavior.
- Tightened communication and enhanced reporting among sales, customer service and accounting.

“Because DTR-CRM is so user-friendly, it allows our sales force to focus energy where it should be—selling and developing stronger customer relationships.”

— **Carol Jochman**, Systems Specialist, Wisconsin Film & Bag

DTR-CRM helps improve customer service and reduces sales lead times by gathering and continuously updating knowledge about customer needs, motivation and behaviors. It measures both input across all operational functions and output in terms of customer revenue, profit and value. DTR-CRM also allows processors to continually flex the balance between marketing, sales and service inputs against changing customer needs to maximize profits.

“Through DTR-CRM, our salespeople have the ability to look at sales orders, packing lists, and available inventory for each customer. This is important because we now have a standard information system between customer service, the sales force, and our credit department,” said Carol Jochman, Wisconsin Film & Bag business systems specialist. “DTR-CRM is the tool that makes that happen. Everyone knows where all sales orders stand at the same time, in real time.”

“Once the information is in the system, it’s visible to all of the salespeople, customer service representatives, and the accounting people,” said Jochman. “It’s that ability to share customer information and keep people informed that empowers our sales force to make timely decisions.”

For example, if there is a customer order for a product sample, sales representatives have the option of communicating directly with customer service on that order, or they can go into DTR-CRM and view for themselves when that sample order was, or will be, sent. Therefore, the sales force has the ability to begin follow-up the moment a sample leaves the plant.

Jochman continued, “You would not want sales representatives having to learn the entire DTR product. Their real objective is to be out selling and developing customers. Because it’s so user-friendly, DTR-CRM allows them to focus their energy and time where it should be. Yet, it still makes information readily available to the sales force with a very simplistic product.”

Access to Consistent Information Yields Greater Return on Investment

According to Johnson, DTR-CRM’s user-friendly interface also provides a greater return on investment because employees are using the software to a greater extent. “DTR is an excellent product. It has a lot of features and a lot of power.”

Finally, according to Jochman, the in-depth levels of information that can be stored and shared in DTR-CRM have provided new tools for diffusing customer issues and building stronger relationships that can lead to increased sales.

“If customer service has a complaint issue being resolved with a customer, they may be doing all of the follow-up. The salesperson may not be involved because it’s being handled internally by customer service,” said Jochman. “However, now that customer service keeps notes in DTR-CRM, the salesperson can also be aware of what’s going on. If the salesperson decides they need to make a phone call, they can do that. It’s a closer communication link.”

About Consona ERP

Consona Corporation is a worldwide leader in providing customer relationship management (CRM) and enterprise resource planning (ERP) software and services for companies of all sizes. Consona serves more than 4,500 customers worldwide and across a variety of industries.

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