



CUSTOMER CASE STUDY >>

With Microsoft Dynamics® CRM and Ledgeview Partners, the Illinois Soybean Association has focused and streamlined their business approach to deliver their message efficiently and effectively.

SITUATION

The Illinois Soybean Association (ISA) exists to promote the soybean industry and communicate valuable information to its 45,000 producers. This mission was clouded by a very large, unmanageable list created by many authors and updated in Access, Outlook, and Excel. With bits and pieces everywhere, constant and consistent communications were impossible and ISA wasn't sure if the right message was reaching the right people at any given time.

"ISA producers are valuable and we didn't have a centralized database to effectively manage our due diligence and keep them informed of industry trends, educational opportunities, and legislative updates," according to Stephen Underwood, IT Support Specialist at ISA.

**I OPEN UP CRM AND I SEE SO MANY
POSSIBILITIES**

– Stephen Underwood, IT Support Specialist

ISA realized five years ago they had a problem, but they didn't think that CRM would work for them. "The stigma was, we can't afford it," says Stephen. But whether or not they were small or large, or a traditional sales-driven business or not, they shared the common business challenges of needing to be able to store and access important data, and to be able to update and manipulate that data to meet business needs.

SOLUTION

Stephen and another colleague at ISA started the search for a solution at a CRM conference in New York in 2012. After narrowing his search down to four packages that he thought met his criteria, he found that Microsoft Dynamics® CRM stood out because of its integration with Outlook. Employees who were already familiar with Outlook would find very little disruption in their daily work, yet they would be building and capturing valuable producer data in a centralized location.

It also came down to experience. ISA chose Ledgerview Partners over a local CRM provider because Ledgerview Partners was a company with a strong focus on CRM and they would work with him to create the solution ISA needed. "The custom pieces appealed to me," says Stephen. "I didn't believe that the other company would be able to provide the custom pieces like Ledgerview Partners could."

And while adoption is going well, Stephen admits that Microsoft Dynamics® CRM makes you think differently about all of those names in the database. With data compiled in one location, ISA can move beyond data entry and merging problems, to look at analyzing and segmenting data to send accurate and targeted communications to certain producers of their membership.

BENEFITS

Even though they are still young Microsoft Dynamics® CRM users, Stephen has a vision for where it can take ISA – far beyond a producer database. "I open up CRM and I see so many possibilities – we almost need to hire another person to manage CRM to be able to utilize all the interesting things in it."

And going back to the mission of the association, success with CRM will be measured by increases in employee productivity through the decrease in duplicate data entry and time needed to combine multiple list sources. Success will also be seen in ISA's ability to get the right message out to the right farmers and legislators who will use and dispense that message to benefit the state, the industry and the larger.

ILLINOIS SOYBEAN ASSOCIATION OVERVIEW

The Illinois Soybean Association (ISA) is a statewide organization that strives to enable Illinois soybean producers to be the most knowledgeable and profitable soybean producers around the world. ISA represents more than 45,000 soybean farmers in Illinois through two primary roles; first, the state soybean checkoff which funds market development, soybean production and profitability research, promotion, issues management and analysis, communications, and education; and second, legislative and regulatory advocacy efforts at the local, state and national level.

www.ilsoy.org



INDUSTRY
Non-profit association

NUMBER OF USERS
8

ORGANIZATION SIZE
15

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