



Customer Success: Ranch Hand

Founded: 1898

Industry: Automotive

HQ: Shiner, Texas

**Solution: Salesforce Sales
Cloud, Duet Quote to Order &
Pardot**

Project Duration: 2 months

"We did our due diligence. Endowance was very highly recommended by our Salesforce representative. They started at the beginning walking us through our business processes, challenging us to change and improve. They understood the data challenges and were confident all systems could work together. We made the right choice."

**Scott McClagherty,
VP of Sales**

Managing Growth in an Expanding Market

If you live in Texas and drive a truck (that's most everyone), you are likely to own a Ranch Hand manufactured Grille or Bumper. Ranch Hand was one of the first manufacturers to enter the truck accessory industry and the rest is history. It started with the first Grille installed on a rancher's truck in a small Texas town and has grown to tens of thousands of trucks, Jeeps, and SUVs across the nation.

Growth through an expanding market is money in the bank, but like many businesses, Ranch Hand needed to reassess how to manage their growth. Technology solutions were at the forefront of their priorities. Sales and marketing processes were bogged down by systems that did not work well together. Databases of customer information, new leads, shipment information, and sales rep activities all remained in compartmentalized siloes and weren't easy to access. Sharing information took excessive amounts of time. Brandon Varn, Digital Marketing Manager put it this way, "We weren't managing the customer experience very well. The sales process was disrupted due to information not available at the right time."

Ranch Hand's vision was to build a solution that worked seamlessly, shared information efficiently, and allowed everyone to be able to see what they need when they need it, positively impacting the customer experience. The systems needed to be integrated and easy to maintain. Senior management required a dashboard to view sales information in real time. In Brandon's words "We were slow to get leads into the system. The company was losing sales due to our inability to act fast enough to meet demand."

Putting the pieces in place

Infor Cloudsuite Industrial is in place as the ERP system of record. It serves the back office well, but sharing information was time consuming and inefficient. Sales were lost due to the lack of communication and management of customer interactions. It was also difficult to manage the sales team priorities. Activities were not easy to track. With plans to expand to more distributors and to e-commerce in the future, Ranch Hand needed a strong CRM system that would easily integrate with their ERP and connect to their choice for marketing automation tools.

When the Ranch Hand project team asked Salesforce which company had the expertise to bring these systems together, Endowance Solutions entered the picture. The timing was perfect.

Seamless Integration

Company Goal: Leverage technology to manage company growth in an expanding market, while improving the customer experience

Duet Quote-to-Order takes care of sharing information. The sales team now has access to all customer information in near real time on their local machines and mobile devices.

Implementing Duet provided the tool that keeps all groups informed and up to date on customer sales and opportunities. Visibility of activities allowed senior management to establish priorities for the sales team to manage the funnel effectively. "You are not going to find another product that can provide this integration for the volume of data we have more seamlessly than Duet," Brandon stated.

With the siloes breached, Ranch Hand added Pardot as their marketing automation tool. Their plan of bringing components to the solution that integrated with Salesforce was critical to the long-term vision of creating a scalable platform to manage growth plans.

Knowing Pardot well, Endowance led Ranch Hand through the process of creating drip campaigns, grading and scoring leads, creating forms, and configuring landing pages. Pardot has provided the capability to manage all touch points with prospects and customers. With the wealth of data now available through the Duet integration, the marketing team can focus its efforts on targeting specific customer markets, easily pinpointing customers who could be ready for an upgrade or an additional product.

The Results are In

"Endowance approach was very organized. Project reporting and updates kept our entire team informed throughout the project and made my job a much easier."

*Brandon Varn,
Digital Marketing Manager*

The results have been impressive. With sales and marketing aligned with the right tools, marketing qualified leads now move through the sales funnel 30% faster. Marketing has realized a 30% gain in overall productivity attributable to automating tasks that were previously accomplished manually. And even more impressive is the 100% improvement in time savings to launch new campaigns.

The implemented solutions have led to an improvement in communication within the organization. This has had a positive impact on company culture. Those tasks that used to be manual are now automated and have made everyone's job easier

Senior management now receives monthly reports in near real time: "I now receive information quickly and so much more efficiently than was possible before. The 10 hours of time saved by the marketing and IT teams to compile and prepare the data goes right to the bottom line," stated Jerry Courtney, VP of Marketing.