



## Fusion UV Systems

[www.fusionuv.com](http://www.fusionuv.com)



### At A Glance:

- **Company:** Fusion UV Systems is a worldwide provider of UV systems, equipment and service, working with companies to optimize their manufacturing processes and production line efficiencies by adopting the latest advances in UV technology.
- **Location:** Gaithersburg, MD
- **Industry:** Manufacturing
- **Challenges:**
  - Manual CRM processes limited the effectiveness of Web-based marketing campaigns, hindered long-term prospect/customer tracking
  - Lack of CRM visibility slowed responses to Web-generated customer and prospect inquiries
  - Tight budgeting constraints ruled out deploying enterprise CRM software
- **Other software considered:**
  - SAP CRM
- **Results with NetSuite:**
  - Automated CRM has increased campaign volume by more than 30 percent
  - Email campaigns achieve better than 10 percent success rate
  - End-to-end visibility cuts the time required for prospect tracking by sales staff by 50 percent
  - Fusion's ability to launch sustained campaigns increases effectiveness for long-term sales cycles
  - NetSuite CRM saved hundreds of thousands of dollars (between \$100,000 and \$500,000) over cost of enterprise CRM software

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— Gina Gonzalez, Marketing Communications Manager  
Fusion UV Systems

### Results

As the industry-leading manufacturer of ultraviolet curing equipment, Fusion UV Systems does its utmost to act as a partner, rather than a vendor, to customers and prospects. The company nurtures prospects and returning customers over the long sales cycles that are typical in Fusion's industry, and it strives to be responsive in handling customer service issues as well as day-to-day queries from prospects and returning customers.

“In our industry we need to track prospects and customers for months and even years from their initial inquiry to the point where they buy,” says Gina Gonzalez, Fusion's Marketing Communications Manager.

“To do that we need to stay in touch by sending out periodic emails that offer real value — like offering a new white paper, or inviting prospects to a new seminar. These emails also ask a few questions about the prospect's specific field of interest and the likelihood of starting up a new project. Over time, we'll be able to target the prospect more accurately with our offerings, and so draw him or her closer to us when the time comes to buy the equipment.”

In 2006 Fusion began replacing its spreadsheet-based campaign management and customer service systems with NetSuite CRM software. The NetSuite software automates Fusion's CRM processes now. It's helped the company increase the volume and quality of its campaigns; it's helping sales people stay “in the loop” with service calls and other activities related to their customers; and it's made it easy for marketing to coordinate the campaigns — and to manage responses to Web site queries and customer service calls.

### Challenges

Before bringing in NetSuite, Fusion processed leads from prospects and returning customers manually. Leads from email campaigns, trade shows, seminars, and other sources were funneled into an excel spreadsheet. Marketing staffers would go through the information,

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culling out names by geography to send to Fusion sales people for follow up. Similarly, staffers would organize Website inquiries by department — sales, service, partner, OEM, etc. — and email those to the appropriate department.

Other than phoning or sending out individual emails, staffers had no way of following up to confirm closure. For their part, once they received their leads, sales staffers had to phone or email the marketing staffers to ask for further qualification of leads. And on customer visits, sales people often went in “blind,” not knowing, for instance, that a service person might have been there the day before.

“We spent so much time digging through spreadsheets that we couldn’t get a high volume of campaigns out the door,” says Gonzalez. “And we still couldn’t target prospects as effectively as we wanted.”

Fusion knew the company needed to automate its CRM processes, but didn’t have the budget for an enterprise system — or to hire the extra consultants that would be required to help with installation.

### **Solution**

With NetSuite, all leads now go through Fusion’s content management system into the NetSuite repository. Automated workflows sort the leads according to groupings set by the marketing staff, and send the leads to their appropriate staffers. NetSuite makes it easy for marketing to create the groups, and to check on their status anywhere in the company.

“We can set up static groups, like by zip code or by customer, prospect, or partner classification,” says Gonzalez. “And we can also set up dynamic groups. An example would be to create a search all queries pending — this is how we could check to see that customer inquiries are being handled. The search would produce a new set of data each time you ran the workflow.”

Marketing now track leads over time, and assemble increasingly precise campaigns. “That way, we’ll know that when we get a new maintenance tip, it should go to the customers who have this particular equipment,” says Gonzalez. “Or if we come out with a new feature, like our new ‘Quick-Change Screen’, we knew exactly who to send the email to.”

Fusion is now launching several campaigns each month, and following up with prospects from each new campaign with regular emails every few weeks or few months, depending on the relevance of the follow-up offer.

“We continue performing as the industry leader with the tools we now have available,” she says. “We’re proactive with customers, and because we can target prospects closely, we’re able to cultivate long-term relationships by being, and staying, relevant.”



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