

Case Study: Steinway & Sons

ClickPoint Software LeadExec 3.0 Corporate Edition

Enterprise Lead Distribution Software



STEINWAY & SONS

Steinway & Sons is a world class manufacturer which demands very high standards of customer service. With more of their potential customers going online, Steinway needed a solution to bring a high level of service to the company's website generated leads. With two hundred authorized dealers worldwide operating out of nearly 80 countries and in many different languages getting every lead to the appropriate representative was critical and difficult and slow. Their customers were making web inquiries and expecting immediate action. Steinway needed a system to deliver each lead to the appropriate location instantly. They needed a system that could route these leads based on multiple sets of different criteria settings to the correct location. Overseas online inquiries do not all use American style zip codes but use other unique identifiers to make deliveries. They needed a system that could handle dozens of delivery rules, handle different languages and character sets and automate the process for instant delivery.

Situation

Steinway Musical Instruments Inc. is a worldwide leader in the production of high quality musical instruments. Steinway has many websites which it operates globally. Nearly 80% of their prospective customers begin their search for information using one of these sites. This is not uncommon in the luxury goods marketplace. Steinway has sites for its piano business and separate sites for their other instruments as well as sites for their company owned retail stores. In addition, it manages many of the websites for their dealers worldwide. It is not uncommon for a perspective customer in South Africa or Australia to make an inquiry on one of the sites in North America. The process of lead collection and delivery from these sites was manual, slow and provided Steinway with little ability to track the progress of a lead. This time delay of data transmission from corporate headquarters to the local dealer was not the standard a world class organization expects of itself. Steinway wanted these leads in the hands of a local dealer immediately and it wanted a system to verify delivery and measure the speed of performance. The need for a central system that cataloged, distributed, provided corporate reporting, web based lead retrieval, and offered a secure environment was critical. There were many difficult obstacles which made distribution on an international basis a real challenge. Steinway wanted this system to be flexible as they made changes to their dealer base and as postal codes and other geographic identifiers were changed or updated all over the world.

Solution Overview

www.Steinway.com

Organization Profile

Steinway Musical Instruments Inc. operates one of the largest music businesses in the world. The iconic Steinway & Sons pianos set the standard of excellence around the world.

Customer Size

Steinway is a global operation with more than \$400 million in revenue. The company offers products to their student, amateur and professional musicians; institutions, including concert halls, conservatories, colleges, universities and music schools. The company offers its products through musical instrument dealers and distributors, and company-operated show-rooms.

Business Challenge

There were obstacles with country codes, including different language character sets that made systems based solely on US based zip codes impossible to work. To maintain growth online, Steinway needed to improve the process of data management and distribution while making it easier for their regional managers to update the rules associated with geographic inquiries and their distribution.

Solution Requirements

In late 2007, Steinway's technology executives worked with the ClickPoint development team to discuss the various challenges they were facing on a daily basis. The ClickPoint development team worked with Steinway to create and plan a development schedule that would incorporate all of the necessary solutions to help manage the data flow. The set of requirements necessary to solve their needs were:

- ✓ **Database** – A central database that would collect the information in a secure environment (Microsoft SQL server). The database would be required to work with LeadExec. The system had to be simple and easy to use and navigate. The management of Steinway wanted to use LeadExec in conjunction with the database to update delivery rules, input new dealer information, monitor lead flow, pull reports, organize worldwide locations, create new lead types, and show success of online inquiries.
- ✓ **Distribution**– The distribution rules needed to be flexible as they are constantly updated. In North America, the zip codes are changed by regional managers constantly as sales territories are changed. Lead types are continuously changed throughout the year as different programs are offered on their websites. LeadExec was built to handle this requirement.
- ✓ **Web based retrieval system** – Local dealers and corporate offices needed a simple lead retrieval system that would allow them to search by many criteria, including name, country and date. This data needed to be exportable to Word or Excel or printable to a PDF. Steinway's management wanted the LeadExec system to verify and record exactly when a dealer had retrieved a lead.
- ✓ **Web based dealer locator** – Steinway's web based dealer locator would be required to communicate with LeadExec updating zip codes and rules real time. The system would have to incorporate all existing rules, zip codes, country codes and other geographic identifiers.

Business Situation

The company needed lead management, reporting, and automated real-time delivery of online requests to their dealers and corporate offices worldwide.

Benefits

- ✓ Increased efficiency leading to increased sales performance
- ✓ Better reporting and access to information
- ✓ Higher conversion percentage with targeted marketing
- ✓ Reduced lag between online submission, rule based lead distribution and web based lead retrieval
- ✓ Easy zip code and country code management
- ✓ Centralized database and management platform

Solution

Steinway implemented LeadExec to help manage the inbound inquiries and deliver them to their worldwide dealers and corporate offices. The reporting suite and web based lead retrieval suite helped with lead tracking and management. The overall process of acquiring and distributing leads and other marketing information was reduced significantly. Steinway's customer service levels in this area are far superior and more efficient than any of their competition. ClickPoint software development team worked with Steinway to implement LeadExec and integrate all web forms within a one month deployment timeline. The LeadExec system now offers Steinway the management functionality they need to hold a tremendous amount of data. The web based dealer locator has centralized all of the US zip codes and worldwide country codes. Now, regional managers can make a quick update and watch as the LeadExec system automates the delivery of any new leads to that zip code group. The web based lead retrieval system has made it easy for sales associates to receive leads and respond to them within minutes. Steinway corporate officers now oversee and manage the flow of information and now accurately measure the elapsed time between a submission online and the retrieval of its leads across the globe. The lag between online submission, rule based distribution, and web based retrieval has been reduced significantly. Steinway continues to press forward, continuously working to improve their customer service and reduce the time lag between customer contact and dealer response.

Software and Services

ClickPoint LeadExec 3.0, web based lead retrieval system, and Microsoft SQL server 2005

Country / Region

United States, North and South America, Europe, Africa, Middle East and Asia.

LeadExec 3.0 Corporate Edition

"The ultimate lead management and distribution system for corporate enterprises"

For more information:

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