Vital-Parts
We mould around you

Vital Parts Ltd is a Plastic, Rubber & Metal Component manufacturer based in Maidstone, Kent, UK. They are committed to providing a vast range of high quality standard product lines, along with the ability to manufacture bespoke solutions. Their aim is to provide the best value products, with exceptional customer service and communication, offering free sampling so their clients can try before they buy. They can manufacture to specification, for a range of moulding processes including dip moulding, overmoulding, extrusions, injection moulding, blow moulding and rotational moulding.

LOCATION	*Maidstone, Kent, UK*
EMPLOYEES	*30+*
INDUSTRY	*Manufacturing*
ERP & CRM	*Sage 50 & Zoho Enterprise CRM*
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	*B2B & B2C*
SOLUTION(S)	*Commercient SYNC*
GO LIVE DATE	*Fall 2020*

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ERP Integration for CRM

CHALLENGE	SOLUTIONS	RESULTS
Implement a state-of-the-art suite of business apps, including CRM	Zoho One, featuring Zoho Enterprise CRM	Vital Parts has modernized their business operations, and enhanced their sales processes
Important data between Sage 50 UK and Zoho Enterprise CRM remained siloed	Commercient SYNC, the #1 data integration platform for sales	A two-way SYNC streamlines and automates important data between ERP and CRM
There isn't an easy way to access a customer's credit account	Commercient SYNC's credit data from ERP to CRM	The sales team can view the status of a client's credit account

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NOTES

- **Vital Parts is a Plastic, Rubber & Metal Component manufacturer based in Maidstone, Kent, UK.** For operations and finance, they use Sage 50 UK.

- They leveraged **Zoho One, a suite of business apps including Zoho Enterprise CRM. The company improved managing leads, quotes, service, customers, and much more**. It's also customizable to their specifications.

- "Zoho makes sure we are turning around the quotes and service the leads in an efficient manner. Because we do have a huge influx of inquiries," said Mike Holt, Managing Director at Vital Parts. "**We're giving the customers much better service. And from the sales team's perspective and customer service, internally, they're able to work much quicker**."

- The sales team needed easy and immediate access to ERP data. They worked with Paul Barry, Commercient's full-time, UK-based Account Executive, to implement a **Sage 50 UK and Zoho data connection via SYNC, the #1 data integration platform for sales**.

RESULTS

- With SYNC, Vital Parts can access Sage 50 UK data such as **customer information, invoicing, sales order history**, and more directly in Zoho Enterprise CRM. **New accounts, sales orders, and RMAs, created in CRM are SYNC'd to ERP, saving time through automation.**

- "The **transparency of sales that have gone through, and being able to track who's sold what to which customer**," said Mike Holt. "The sales team may not know all the financial information, so being able to **easily see that helps them. We can also check availability of product samples for prospects.**"

- **SYNC allows the sales team to check the status of a customer's credit account in Zoho Enterprise CRM**. They can verify if a client has already created one, which prevents possible duplicate accounts.

- "**Commercient puts the customer first, and ensures they're available when the customer is available**," commended Holt. "And the ticket process is very organized for support. For us at Vital Parts, it's been seamless, and the **best company I've dealt with for being as organized**."

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Commercient SYNC makes ERP and CRM data integration simple, quick, and efficient. Over the years we've helped companies of all sizes integrate their ERP data with their CRM system, helping businesses become more efficient.

Our SYNC integration has grown to over 65 systems, including Sage, QuickBooks, Acumatica, Epicor, SAP, SYSPRO and many others. With our ERP and CRM integrations, your data is synced to both systems in real time without the need for manual data entry, or the risk of human errors.

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