



# IMPROVING COMMUNICATIONS FROM EMPLOYEE TO THE CUSTOMER



## AT A GLANCE

REGO-FIX wanted a centralized system to manage tests, trials and cases that all tied back to its CRM. NuAge Experts, a ConvergeOne Company created a centralized operations center for transparency and efficient communication between teams, departments and customers. As a result, REGO-FIX realized a 360-degree view of its customers using Sales Cloud, Pardot and third-party integrations.

## BUSINESS EXPECTATION + RESULTS

### FIX SILOS ACROSS SALES, MARKETING AND SERVICE

# REGO-FIX▲

- + REGO-FIX is a Swiss manufacturer of premium tool holding systems for manufacturers in aerospace, automotive, medical, watchmaking, mold and die and machine tool industries.
- + NuAge Experts, a ConvergeOne Company integrated Salesforce with two of REGO-FIX's main systems—Quoteworks and Macola.
- + REGO-FIX automated record transfers into Salesforce, saving time and providing key customer insights. In addition, all key data now ties back to its CRM records in Salesforce.



**CLOUDS UTILIZED:**  
Sales Cloud & Pardot



**SYSTEMS REPLACED:**  
Goldmine CRM



**3<sup>RD</sup> PARTY INTEGRATIONS:**  
Quoteworks & Macola





## THE PURPOSE

Ensure strong data integrity across customer touchpoints.

PROVEN, PROGRESSIVE, PURPOSEFUL

### ONGOING INNOVATION

- + Prior to the implementation, siloed systems and databases made it difficult to create a single source of truth for customer operations. NuAge Experts, a ConvergeOne actively solved this challenge by developing a holistic solution for REGO-FIX.
- + The custom Salesforce interface is designed to simplify tasks and simplify the most common actions (tests and trials, quote generation and case management), freeing up valuable time for REGO-FIX's internal team.



*“We’re still relatively new when it comes to Salesforce, but the results so far have been impressive. We’re seeing greater efficiency, visibility and accountability, which is critical for maintaining strong customer relationships and identifying ongoing development opportunities.”*

*NuAge Experts, a ConvergeOne Company has put us on the road to digital transformation, and we’re excited about the possibilities ahead.”*

– LYNN GRABNER, MARKETING MANAGER, REGO-FIX

# 80

2021

Net Promoter Score

ConvergeOne is here for you. Our customer-centric approach is validated by our World Class Net Promoter Score of 80.

Schedule a conversation to learn more about our innovative solutions that can help you achieve your desired customer experience outcomes: