



Customer Success Story

Chris Howard, Commercial Manager of BearingNet, talks about working with Avrion for CRM success

About BearingNet

Launched in 1996, BearingNet was formed as the first online inquiry and information service designed exclusively for Bearing & Power Transmission Distributors. The basic concept was to help distributors trade hard-to-find, obsolete or surplus bearings more efficiently and effectively, ultimately by networking the bearing industry together.

BearingNet provides access to inventories of different distributors, the most important distributors around the world with a combined inventory value of over \$10 billion.

At BearingNet, outstanding customer service is all important. The company began to outgrow its in-house developed customer management system and decided to look for a full CRM system to help their business move forward, with their mission to learn more about membership and pricing.

First choices

Having identified that the BearingNet in-house developed Customer Management system had become difficult to manage, with tweaks and ongoing development putting demands on internal services, BearingNet looked for a CRM system and CRM Solutions Partner to meet the needs of their growing business.

“Having outgrown our in-house developed and managed system, we knew we needed to move forward with a professional system. We looked at several CRM systems, including the big-name systems, but overall, they didn’t do what we wanted or the price was just too high.

We were introduced to Avrion as a potential solution provider partner. We found them very professional, yet friendly and fun to do business with. They were a great fit for us. Avrion was appointed as our partner and they helped us select Maximizer as our CRM system.

Identifying our needs and planning the system

BearingNet then needed to move forward with the CRM design and implementation and look at their future needs.

“We had three primary needs:

Sales Opportunities: We needed to closely manage our sales opportunities, not just for our own development and reporting needs, but also to understand what our customers were asking for and what they liked.



“Avrion listened to what we wanted and delivered.”

Chris Howard



“We found Avrion a great ethics fit.”



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Marketing: before we had the Maximizer CRM system we worked from spreadsheets. With Maximizer we were able to manage and analyse our lists and data much better, enabling us to market to our customers much more effectively and ensure that we sent the right messages, to the right people, at the right time.

Complete Overview: We wanted to ensure that we captured feedback from customers so that we could use this information to deliver a better service to our customers and support our growing business. We use Maximizer as a complete sales management and client history resource.

“Avrion identified our needs, really understood what we wanted and where we needed to go as a business. Their approach was most impressive.

During the implementation they not only kept control on potential scope creep issues but also kept focus on our plans for the future. Avrion took the time to understand our company, so had a long term vision of our needs”.

The integration to Maximizer went very well. We can now identify customer issues and rectify quicker than before. Maximizer made our customer service more personal and responsive”.

It was essential that, as a company, we ensured there was a commitment to the new CRM system.

“We were aware of the challenges that a new CRM system presented in terms of getting Executive and User commitment to using the system,” said Chris.

“We appointed joint Project Managers to manage the implementation. The Project Managers were completely committed to the success of the project. Furthermore, our

Managing Director totally supported the project throughout; he really likes the solution.

Our plans for easy user adoption are proving very successful. We have weekly meetings to progress usage to ensure our users are productive and comfortable with the system. The training provided by Avrion was great and we have developed our skills further by collecting tips and feedback during our meetings and sharing these with our staff. If we have queries, issues or problems, Avrion staff are always at the end of a phone”.

Working with Avrion

Chris looks at ‘working with Avrion’, the whole CRM experience.

“The implementation timeframe was very tight, but the project ran very well and on time and on budget. We mapped a clear picture of what we needed and wanted and Avrion made suggestions. Together we built our plan; not just for today but into the future. We considered that we might need to adapt but kept control so that the project remained on target and didn’t get out of control.



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Avrion were technically very good; they understood our business and its needs and we were very happy with their technical and developmental abilities. They really helped make our CRM solution work and gained the full confidence of the stakeholders.

We didn't want just an 'out of the box' solution. With Avrion, we got great communication and value for money - it really wasn't that expensive. The service was very fair, with no strings. Communication was great and responsive; we always had knowledge of the project progress.

From a standing start, it was a professional and fun relationship. Avrion really gained our trust.

It's still early days but we already have great plans for the future".

Chris Howard, Commercial Manager, BearingNet



*"Avrion are always at the end
of a phone."*

Chris Howard

About Avrion

Avrion successfully delivers CRM solutions to a wide range of businesses. Our core competence is deploying software technology solutions that make businesses effective and efficient.

As a solutions partner for Maximizer CRM, with over 300 successful projects, we have adopted a Partnership approach, with the customer as the expert on their business and Avrion as the experts on making CRM work.

Avrion are passionate about how we design, implement and support solutions that meet the needs of businesses. We use comprehensive and proven project methodologies that ensure a tailored solution suited to each business, delivered on time and within budget.

Avrion help to evolve CRM strategies so that CRM solutions continue long term to be relevant and valuable to our customers' business.