



BearingNet, formed in 1996, was the first online enquiry and information service for Bearing & Power Transmission Distributors. It enabled distributors to track rare, obsolete or surplus bearings efficiently.

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

▶ The Challenge

As with many businesses, outstanding customer service is all important. BearingNet had begun to outgrow its in-house CRM system so was looking to move the business forward, with the aim of further improving sales and marketing processes, and streamlining customer account management. Seeing the burden put on internal services working with their own system, BearingNet looked for a technology partner to help them create a CRM system that worked alongside the business in a simple, integrated way.

“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,” said Chris. The company needed to look at three primary elements:

- **sales opportunities** - what they were and how they could address the customer needs
- **marketing** - BearingNet was working on spreadsheets, so keeping track of marketing activities proved challenging
- **the complete overview** of a customer in one place was needed



▶ The Avrion Response

The team at Avrion worked with BearingNet to build a plan, not just for today but also for the future. They looked at adapting the work, in order to maintain control, so that they would stay on target. Not only was the Avrion team technically excellent, they also took time to understand the workings of the business and gain the full confidence of the stakeholders. “Avrion was professional, yet friendly, and fun to do business with,” commented Chris.

During the implementation, Avrion controlled the potential creep issue on timing and kept focus on future plans. “The implementation timeframe was very tight, but the project ran very well and on budget. Plus, the plans and training for easy user adoption were well received,” remarked Chris.

▶ The Results

The new solution helped BearingNet see the overall customer needs, ensured marketing was targeted to the correct people at the right time and enabled delivery of a better service. The team have developed their own skills by regularly sharing tips and feedback at regular internal team meetings to ensure full engagement with the CRM project. Furthermore, Avrion is always at the end of a phone if needed.

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

“We found them [Avrion] very professional, yet friendly and fun to do business with. Avrion really gained our trust.”

- Chris Howard, Commercial Manager at BearingNet