

# Hermanson maintains high levels of customer satisfaction with Infor CRM



INFOR PRODUCTS  
**Infor® CRM**



INDUSTRY  
**Mechanical construction**



HEADQUARTERS  
**United States**



PARTNER  
**Accel CRM**



WEBSITE  
**www.hermanson.com**

“ We selected Infor CRM because it is so customizable and adaptable to the sales processes in our industry. We find out about projects three to five years in advance and we get those into Infor CRM so we can track and gather information, develop proposals, and plan ahead for our teams and resources.”

**Jason McDonald**  
Principal, Hermanson

“ Infor CRM is powerful because it keeps our sales people, estimators, and other business development professionals on top of projects with a detailed sales history about bids and proposals as well as which employees and vendors have worked on each project team.”

**Jason McDonald**  
Principal, Hermanson

## About the company

Since 1979, Hermanson has successfully completed HVAC sheet metal and piping and plumbing systems for projects ranging from complex biotechnology and healthcare facilities to large, challenging renovations, and new commercial construction for a variety of uses. The company provides practical solutions that result in maximum comfort, healthy air quality, and dependable equipment operation. To learn more, visit [www.hermanson.com](http://www.hermanson.com).

## Business case

- Provide world-class sales and customer support on multi-million dollar commercial construction projects.
- Maintain bid quality and competitiveness with streamlined processes to track and gather information, develop proposals, and accurately plan resources years in advance.
- Capture and store detailed sales histories in a single environment that tracks bids and proposals, including employee and vendor involvement.
- Keep sales staff, estimators, and other business development professionals on top of projects from the first notice that a job will be available for bidding through the close of a successfully completed project.

## Benefits

- Increased bid quality and competitiveness by providing the sales staff with easy access to detailed information about past projects.
- Attained trusted advisor status with customers and prospects with the ability to showcase success in similar situations.
- Enhanced customer service and satisfaction by tracking people and resources, so that the same teams can be reassembled to work with repeat customers.

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