



**AUTOMATION RESULTS:**

**\$34K**  
SAVED  
\$34,000 in man hours saved yearly

**4mo.**  
ROI  
(ROI) Return on Investment in less than 4 months

**75%**  
CYCLE TIME  
Improved cycle time by 75% for Bill of Lading Web Request process

**98%**  
SERVICE LEVEL  
Improved service commitment levels from 75% to 98% in 2 months after automation projects

**CUSTOMER TESTIMONIAL:**

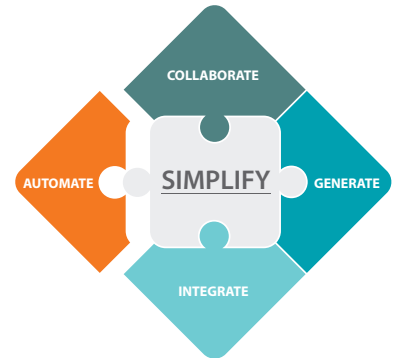
*"As a small business it is imperative that we pursue every opportunity to drive efficiencies throughout our organization that add customer value. Saleslogix is an important resource that continues to grow in value for our solutions, and with these projects has clearly helped to make us more valuable to our clients with less human effort and better quality."*

- Dennis Wilmot, President

## Iron Horse Logistics Services

### Success Story: Rolling Faster with the help of Saleslogix and KnowledgeSync

Iron Horse Logistics Services is a provider of multiple logistics services to customers who ship or receive by rail or barge. Since 2002, a growing base of customers have depended on Iron Horse Logistics Services for railcar fleet management, rate and pricing management, and a range of barge and rail issues within the Iron Horse Logistics Services Customer Service Center.



**CHALLENGES**

The logistics business is fast paced and requires efficient service at every step. Beginning in 2009, Iron Horse Logistics Services found themselves in need of a CRM solution and selected Saleslogix. This was the start of tackling service challenges and improving the business one process at a time. By analyzing their Saleslogix data, Iron Horse found their service commitments were being met only 75% of the time. After tackling two big automation projects it has improved to 98%. The two big automation projects were:

- Automate creation of Railcar Exception Tracking tickets
- Automate creation of Bill of Lading Web Requests tickets

**SOLUTION**

By analyzing the abundant data available in Saleslogix to proactively look for trends, identify problems, and uncover error-prone data entry and bottlenecks, KnowledgeSync was selected to automate key processes. Working with Simplesoft Solutions to design the workflow, Iron Horse was able to eliminate many hours of unproductive time, improve their commitments to customers, and improve cycle times.

**PROFILE**

Saleslogix is an award-winning CRM solution that provides a complete view of customer interactions across your sales, marketing, and customer service/support teams so they can collaborate and respond promptly and knowledgeably to customer inquiries and sales opportunities.

KnowledgeSync, workflow and alerts tool, detects any business conditions that are critical to the success of your organization and triggers alerts via email, fax, pager, screen pop, cell phone, and web browser. Automatically deliver quotes, invoices, work orders, or other documents to clients, partners, or prospects. Auto-process incoming email messages or web inquiries.

**saleslogix™**  
certified business partner

**act!™**  
certified consultant

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