Alta Equipment Group Uses Maplytics As A Geo-Mapping Solution For Its Salespeople And Is Used To Optimize Their Commute Time And Daily Schedule

maplytics.by inogic

Company Overview

Our sales group consists of multiple verticals with varied sales processes. Maplytics can leverage our customizations in Microsoft Dynamics and offers an experience specific to that sales role. Within the Maplytics configuration, Alta Equipment Company introduced multiple databases to give the salesperson a full capture of their territory from one screen. This was a significant enhancement for our sales group when plotting their customer visits.

– Alan Horn (CRM Admin)

About Alta Equipment Group:

Alta owns and operates one of the largest integrated equipment dealership platforms in the U.S. Through its branch network, the Company sells, rents, and provides parts and service support for several categories of specialized equipment, including lift trucks and aerial work platforms, cranes, earthmoving equipment and other material handling and construction equipment. Alta has operated as an equipment dealership for 38 years and has developed a branch network that includes over 60 total locations across Michigan, Illinois, Indiana, New England, New York, Virginia, Florida, and Ohio. Alta offers its customers a one-stop shop for most of their equipment needs by providing sales, parts, service, and rental functions under one roof. More information can be found at www.altg.com.

ALTA
EQUIPMENT GROUP

Industry: Construction

Specialties: Alta is popular for construction material handling, specialty vehicles, tractors, electric vehicles, and for being partners in construction equipment

Business Challenge

Alta Equipment Company was looking for a tool that would optimize the salesperson's time in the field. Their sales group consists of multiple verticals with varied sales processes. Prior to using Maplytics, their salespeople were on their own in determining where to be in their territory. Their instance of Microsoft Dynamics is on-premises and it had been difficult to find modules that supported the same.

Conclusion

Maplytics ensures seamless integration of the CRM provided thorough analysis considering the geographical factors for statistical Business elevation. The platform has remarkably aided the Alta Equipment Group in planning the client visits for the sales reps, providing them with optimized travel routes, assimilation of easy customization into their Microsoft Dynamics, empowering sales managers with great visibility, and much more!

Get Started with Maplytics in just

10 Minutes!

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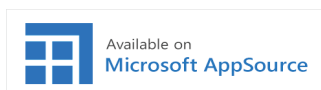
www.maplytics.com   🌐 www.inogic.com

Wish to have live demo? Contact us on crm@inogic.com

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Why Maplytics

- Maplytics documentation to install and configure the solution is very detailed and easy to understand and implement. Maplytics gives the Alta Group a visual representation of each person's pipeline and they use that to determine when and where their salesforce needs to be. Maplytics can leverage the Alta Group's customizations in Microsoft Dynamics and offers an experience specific to the sales role. Within the Maplytics configuration, Alta Equipment Company introduced multiple databases to give the salesperson a full capture of their territory from one screen. This was a significant enhancement for their sales group when plotting their customer visits.

- This tool optimizes the salesperson's commute time. Additionally, it is visible easily and properly inside the Microsoft Dynamics 365 CRM and is helpful for sales managers. This is helpful when managing the pipeline and identifying new sales opportunities.

- All the questions throughout the installation, as well as the usage of functionalities, were resolved and the support from the Maplytics team was complete with timely responses from the initial steps up to the complete installation process and beyond. The on-premise instance of Microsoft Dynamics is thoroughly supported and does not have any problems with this geo-mapping solution.