

Ledgeview's 'Business Process First, Technology Second' Value Leads The Metal Ware Corporation to Salesforce Success



The Metal Ware Corporation, a manufacturer that's rich history was founded on the company's success with NESCO slow roasters, was lacking two key business processes at the time their team decided to pursue a new business and technology solution.

Casey Hawkinson, Director of Technology at The Metal Ware Corporation, says the reason they decided to pursue CRM technology to solve their ongoing business challenges was two-fold.

"From a sales standpoint, we did not have a good tool to track opportunities and the pipeline," Hawkinson says. "From a service standpoint, we lacked the ability to report on the actual issues we were having and didn't have a good way to collect and organize customer data, mainly for marketing purposes."

Acting as the Project Sponsor, Hawkinson led his team to research solutions they thought would address their ongoing concerns. During the CRM evaluation phase, they analyzed three leading solutions in today's CRM marketplace: Microsoft Dynamics 365, Salesforce, and Sage CRM.

Through careful analysis and deliberation, The Metal Ware landed on Salesforce for one key reason.



“Salesforce had the best overall user experience.”

CASEY HAWKINSON

Deciding on their solution was only one part of their decision-making phase. To find the right CRM partner to manage the task, The Metal Ware Corporation sought out Ledgeview through an internal referral.

The combination led to encouraging outcomes for The Metal Ware Corporation.



During the first phase of their Salesforce project with Ledgeview Partners, Hawkinson and his team's main goal was to get their core business functionalities in one place for their customer service and sales teams.

In future phases, their objectives were to focus on developing a process within their Salesforce ecosystem to help customers place orders and their internal team manage them more effectively, and integrate data with their ERP (Enterprise Resource Planning Software) and website.

Ledgeview offered both remote and onsite services to The Metal Ware Corporation throughout the project to create user confidence, offer partnership flexibility, and build their business relationship value.

Hawkinson says his Ledgeview rep instilled his team's confidence by providing real-world use cases for Salesforce within the manufacturing sector.

"The team at Ledgeview did a great job keeping the project on course and the technical side was executed on as promised," Hawkinson affirms. "We had a great experience working with them."

Prior to this partnership, The Metal Ware Corporation had zero experience working in Salesforce, and did not work with any other consulting firms before Ledgeview. So, they strongly relied on Ledgeview's expertise as they molded their business journey.

Ledgeview saw them through every complication on their route to success. Through this experience, Hawkinson and his team achieved their original business and technology solution goals.

INDUSTRY: Manufacturing

HEADQUARTERS: Two Rivers, WI

NESCO

THE BENEFITS

Being new to Salesforce, The Metal Ware Corporation worked hard to achieve user adoption. Once user adoption was solidified, Hawkinson and his team began to fly with Salesforce's capabilities under Ledgeview's support.

"We now have the ability to report on past issues," Hawkinson says. "This has helped us see trends in user issues."

Salesforce has scaled to The Metal Ware Corporation's Sales and Customer Service teams for use. As they continue to grow with the technology, they turn to Ledgeview as their resource guide. Hawkinson says they hope to utilize more resources from Ledgeview in the near future.

The robustness of Salesforce has helped Hawkinson and his team thrive.

"We like that it can be configured versus customized for our unique use case scenarios," Hawkinson says.

When asked if he would recommend working with Ledgeview Partners, Hawkinson reflects on his experience with vigor, "Go for it! They are a great company to work with."

He offers key advice for any industry or business looking to implement Salesforce that is reflected in Ledgeview's own values: "Have an adoption plan, push it from the top down, and find a way to enforce it."

By following these tips, and the right solution and partner for them, The Metal Ware Corporation is poised for amplified growth.

98%
CUSTOMER
RETENTION RATE

2K+
PROJECTS

800+
CLIENTS

70+
EMPLOYEES

SALES CONSULTING

MARKETING CONSULTING

CUSTOMER SERVICE
CONSULTING

CRM SUPPORT SERVICES

CRM CONSULTING

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THE METAL WARE CORPORATION

About The Metal Ware Corporation

In their own words ...

The Metal Ware Corporation is a 100-year-old manufacturing and sourcing facility based in Two Rivers, Wisconsin, specializing in small kitchen appliances, and metal and plastic fabrication. Most notably Metal Ware is home to NESCO Appliances. NESCO is most known for being the inventor of the Roaster Oven, and was popularized by the Wisconsin Electrical Company, who used them to promote electricity to rural areas of the state. For all of the special occasions that fill one's life, NESCO is a versatile appliance that brings people together. While they are the originator of the roaster oven, which have been kitchen staples for almost 100 years, they are known to this day for their modernity, durability, and savory results.

Their brand message remains the same: "Celebrate with food, family, and friends." Whether it's for "the big game day" or a Sunday get-together. For any occasion, NESCO is Your Key Ingredient for families across the U.S.A. for good times with loved ones.

Learn more at nesco.com.