

Bay Tek Games Relies on Sage SalesLogix for Proactive Customer Service and Increased Revenue



With games in cities from Des Moines to Dubai, Bay Tek has visibility into the production and service of their games. They have increased revenue and provide proactive service without adding staff with their tailored Sage SalesLogix implementation designed by Resolv.



What started as an electrical control project for an engineering firm in 1977 has transformed into Bay Tek Games, a family-owned business that designs, develops and distributes electronic games to family entertainment centers, water parks and theme parks around the world. Bay Tek's games are all games of skill, not games of chance, which reward winners with prizes or tickets that can be redeemed for a prize. Their goal is to make the game fun for the player and profitable for the game owner. Over the years, game titles have changed dramatically, but Bay Tek's commitment to developing first-class games backed with their passion for customer service has not.

"We ship nearly 2,500 games a year," said Ken Deering, Bay Tek's director of customer service and facilities. A game will typically have a lifespan of close to 10 years, which resulted in a large number of games for Bay Tek to track. "Our customers count on the games being operational, which is how they make money. We pride ourselves on proactive and fast customer service," said Ken. "As our company grew, we needed a way to track who owned the games, how they were built and any issues that the games might have." Tracking warranties and issues associated with either a specific game or type of game was critical. "We had been relying on a paper system, which was inefficient and error prone. Plus we had

no visibility into the production of the games or a way to analyze issues that led to returns, repairs or replacement parts," said Ken.

Ken knew there was a better way. "We looked at a lot of solutions and providers," said Ken. "When we met with Resolv, it was clear we were in good hands. They took the time to understand our business and made recommendations based on tailoring Sage SalesLogix to our processes instead of making us change our processes to fit a product."

As a veteran ERP consultant, Ken has been through numerous implementations in his career. "It was one of the smoothest transitions I have been through," said Ken. "Resolv had a programmer dedicated to understanding all of our internal, paper processes. This resulted in workflow and screen designs in Sage SalesLogix that our employees could relate to. Following training, our employees adopted to Sage SalesLogix quickly." Resolv helped convert tens of thousands of items from spreadsheets to Sage SalesLogix along with warranty and historical information.

With Sage SalesLogix in place, Bay Tek has visibility into every step of their production process. "When we take an order for a new game, we create the game's unique serial number, which is entered into Sage SalesLogix," said Ken. "The production of the game is tracked throughout Sage SalesLogix. On any given day, we can see precisely where

"This was one of the smoothest implementations I have been a part of. The end result was so tailored to our business that everyone took to it quickly."

—Ken Deering, Director of Customer Service and Facilities, Bay Tek Games



Improvements Achieved

- Complete visibility into game life cycle
- Automated processes from ordering to shipping
- Tailored screens and workflow that match current processes ensured high user adoption
- Access to one central database for game details
- Quick turnaround for replacement and/or repair part shipping
- Proactive customer service without need to add employees
- Additional revenue based on proactive service reputation
- Dashboards give visual insight into areas that need attention

each new game is to ensure we are on target for promised delivery dates. Before the game is shipped, our Quality Control department can review the game specifications and confirm that the game was built exactly to order." Every process from ordering to shipping is automated and tracked in one central database.

"When a customer calls in for service on their game, they simply give us the game's serial number," said Ken. "The serial number is our primary tracking source as our games can change ownership without us being notified. By pulling up the serial number, we have instant access to details on that specific game such as warranty information, previous service issues or possible game updates. Once we determine if the customer needs a repair or replacement part, the service ticket status is changed to 'repair requested' in Sage SalesLogix. This goes to a list that is monitored by our repair department who will send out a replacement part typically within one day. This quick turnaround allows us to be more responsive to our customers who can get their games up and running. We then are able to monitor when the defective part is returned, which we can analyze to determine if this is an isolated issue or an issue with this type of game. We now are proactive with our customers if there is an issue with the game. We can send out updates before they have a problem."

Tracking replacement parts that were to be sent back to Bay Tek was a nightmare. "We replace about 600 parts a month," said Ken. "Before Sage SalesLogix we would have to manually notify customers to send the defective part back. Now it is completely automated and we can track

it." Having access to specific details on replacement parts has helped Bay Tek identify potential problems before they become big problems. "We have data to back up 'gut feels' of service problems and we can handle it."

With their investment in automation, Bay Tek's revenues have grown almost 50% over the last few years. "We are able to handle more business and provide a higher level of service without adding people to our customer service team," said Ken. "Also, our customers prefer to buy from us because they know we are going to take care of their games. Having great Customer Service gives us the edge when customers are making buying decisions!"

"Resolv has been there with us every step of the way," said Ken. "The system they designed was so easy to use that we have started using Sage SalesLogix to track internal projects. We also implemented KPI dashboards, which gives us a quick view of our business and identifies if there are games or components that might need attention." Resolv also has helped with a link between the service tickets and Bay Tek's ERP system.

"We want to work with partners who treat their customers like we treat our customers," said Ken. "Resolv has the ability to understand our issues quickly and get us taken care of, just like we do."



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