



# Dunlop Aircraft Tyres improves communication with Infor CRM

## About the company

The United Kingdom's sole aircraft tire manufacturer and retreader, Dunlop Aircraft Tyres has been dedicated to the business since making its first aircraft tire in 1910. Today, Dunlop supplies tires for a wide range of aircraft in the civil and military aviation market. With sites in the UK, US, and China, Dunlop provides airplane operators globally with new or retreaded tires of the highest quality, along with customer service of the highest standard.

## Business case

- Establish a robust, scalable sales platform and drive best practices.
- Maximize the impact of every interaction across the entire customer lifecycle with a holistic view of every customer across all teams.
- Enhance visibility, rigor, and consistency across global sales and CRM functions.
- Allow access to timely and accurate information on prospects and customers.

## Business outcomes

- Made quicker, better decisions and informed future strategy with accurate, consistent data presented in a timely and user-friendly manner.
- Provided consistency across global operations, allowing access to accurate information about prospects and customers.
- Spent more time working in a familiar Microsoft® Outlook environment with Infor CRM's ability to ease user adoption.
- Prompted accurate reporting on key business elements, increased productivity, and stronger communication across each site.



HEADQUARTERS

**Birmingham, United Kingdom**

INDUSTRY

**Industrial Manufacturing**

INFOR PRODUCT

**Infor® CRM**

WEBSITE

**[www.dunlopaircrafttyres.co.uk](http://www.dunlopaircrafttyres.co.uk)**

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**“We chose Infor CRM based on its simple architecture, powerful features, and ability to complement our investment in Infor’s SyteLine ERP system. Infor’s investment in its CRM offering has created a CRM system that ranks among the best on the market and that stands in a class of its own for ease of use.”**

**Stuart Hawker**

Head of Marketing and Business Intelligence, Dunlop Aircraft Tyres