

John Henry Foster drives innovation with a complete view of the customer

About the company

Founded in 1938, John Henry Foster began as a one-man business and evolved into a leading distributor of industrial compressed air systems and robotics and automation solutions. The Minnesota-based company stocks more than \$4 million in product inventory and employs 114 people who bring more than 200 years of trained experience through factory and in-house programs. The company provides customers a single source for capital equipment, engineering, design, piping installation, and service and parts solutions.

Business case

- Integrating the multiple systems involved in customer engagement to create a complete view of each prospect and customer
- Improving the quality of customer data and eliminating errors and redundancy
- Providing mobile functionality for the field representatives to have access to the most current customer information

Benefits

- Complete solution from one vendor with lower total cost of ownership
- Eliminated duplicate entry across multiple systems and gained more accurate customer data
- Up-to-date customer information including activity on the website, response to campaigns and other outreach efforts
- A richer, more personalized customer experience through real-time visibility into customer concerns, order status, service needs, and transaction histories
- Integration of sales and marketing systems with ERP applications to gain accurate prospect and customer data

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"We saw the benefits of the solution immediately. Changing from a legacy system can be hard, but our team saw what they could do now that they couldn't before, and that made a huge difference."

Erik Florentz
Business Systems Manager, John Henry Foster