



COSCO Container Lines America Charts Course for Centralized, Automated Sales with GoldMine®

International shipping giant COSCO (China Ocean Shipping (Group) Company), the national flag carrier of the People's Republic of China, has been the world's fastest growing shipping company over the past decade. Serving more than 160 countries and regions with 600 shipping vessels at over 100 ports, its vast network of ocean vessels, barges, and railroad and motor carriers transport cargo around the world. In the United States and Canada, the shipping company is represented by COSCO Container Lines America (CCLA), a 500-employee operation.

In its efforts to keep COSCO carriers filled with cargo, the sales team of CCLA previously lacked a unified Customer Relationship Management (CRM) system. The sales and marketing team, with over 60 distributed members, used various methods from hand-written notes to programs like Outlook, Excel and Access to track its customer contacts. Without a centralized CRM system, if sales reps left the company, chances are those contacts went with them – a loss of at least \$100,000 per occurrence.

The lack of a centralized system also meant that regional managers were unable to access comprehensive sales information, and salespeople struggled to piece together required weekly sales reports and pre-plans. District and regional managers had no way to analyze those weekly sales reports quickly or readily share them with executives at COSCO offices around the world. The CCLA sales force needed a way to save, share and analyze sales information to enhance the process, serve management's need for numbers, and protect the company from costly data losses.

First Direct Connects More Than 80 GoldMine Users

CCLA enlisted the help of FrontRange Solutions partner First Direct Corp. (1stdirect.com)

to implement GoldMine® and iGoldMine™ from FrontRange for the entire North American sales team. In choosing GoldMine, COSCO Assistant Vice President of North America Sales Tim Marsh brought past experience using a range of other CRM solutions. "I've used them all," Marsh said. "GoldMine is very powerful and very easy for the salesperson to use."

Customized by 1stdirect.com, GoldMine guides data collection with a series of questions, ensuring the sales force keeps comprehensive and standardized customer records for data such as call types, import/export, type of cargo and more. The system also establishes levels of access, with district managers able to see all contact information for their individual salespeople, and regional managers able to view all information for their districts. With universal access, Marsh can view contact and sales information for all regions.

Streamlining Team, Management Reporting

Because sales reps continuously update GoldMine after each call or visit, customer files stay current. This transforms regular weekly reporting for reps, for both the Monday pre-plans and end of week sales reports. At the start of each week, reps look at their calendars and contact records and easily create a plan. As reps complete each action on the pre-plan during the week, they enter their results and hit "Complete."

At week's end, an automated process in GoldMine generates team-wide sales reports showing a summarized breakdown of activities, time spent and results by individual, district, region and nation. Managers can examine specific fields to see lost business, opportunities to add more cargo to light routes, or understand the pipeline, allowing them to make strategic decisions.

From the creators of award-winning GoldMine® and HEAT® software |



Sales, Marketing & Relationship Management



Customer Service



Communication Management



Infrastructure Management



IT Service Management



As a result, managers no longer have to comb through 300 pages of reports each week to identify trends and opportunities. GoldMine easily saves each salesperson at least two hours per week in compiling reports. Plus, it simplifies the work of managers in reviewing reporting, saving them about 10 hours every week.

When a sales rep leaves the company, their information is safely kept in the unified CRM system, allowing CCLA to preserve those relationships and reduce training time for new reps by 90 percent. "With GoldMine, we are able to secure a tremendous amount of data from the sales force, and once we have it, our liability for lost or stolen proprietary information is decreased," Marsh said. "Now if we hire a new person, they can realistically go into GoldMine and pick up where the last person left off," Marsh said.

Instead of waiting for written reports to arrive from North America, company executives around the world now access GoldMine anytime using Web-based iGoldMine, an add-on product from FrontRange Solutions. iGoldMine also surmounts a significant language barrier encountered by Chinese employees, using a Chinese version of Windows, in viewing English characters.

More Automation on the Horizon

Next, CCLA and 1stdirect.com will customize GoldMine to track cargo within COSCO's fleet of ships throughout the world in real time. Additionally, CCLA will soon pull U.S. Customs information, which shows competitors' cargo, into its GoldMine system to better understand the competition. Marsh said COSCON will eventually use GoldMine to forecast its shipments, as well as launch e-mail and other marketing campaigns in the future. According to Marsh, the company's ultimate plan would be to expand GoldMine worldwide and refine its global processes further with help from 1stdirect.com.

"First Direct opens our eyes to what we are

doing, and shows us how we can apply practical business models to our processes," Marsh said. "We are able to sit back and strategically understand a commodity market and then use GoldMine information from six different regions to make effective decisions."



About First Direct Corp.

Since its founding in 1992, 1stdirect.com has been a FrontRange Solutions partner supporting all FrontRange/GoldMine products. 1stdirect.com handles a full range services, including analysis/process design, installation and configuration, customization, training, automated processes, data conversion, reporting, as well as on-site and help desk support. For more information, call (800) 935-4386 or visit www.1stdirect.com.

About FrontRange Solutions

FrontRange Solutions develops award-winning software and solutions used by more than 130,000 companies and over 1.2 million users worldwide to manage a wide variety of business relationships and provide exceptional service. FrontRange product families, designed specifically for small-to-medium-enterprise (SME) and distributed enterprise organizations include: GoldMine® for business relationship management, team-based contact management and sales force automation solutions; IT Service Management with HEAT® and ITIL standards-based modules for complete service management; Communication Management including IP Contact Center for reduced telephony costs and increased agent productivity, streamlined customer service and communications; and Infrastructure Management, which provides the ability to optimize the full lifecycle of a company's assets. Customers representing 44 percent of the *Fortune* 100 and 76 percent of the FTSE 100, include Coca-Cola, Shell Oil, Prudential Securities, Électricité de France, Mack Trucks, Campbell Soup, Avaya, Bechtel Corp, Bank of America, and Turner News Network. For more information, call (800) 776-7889 or visit www.fronrange.com.

AT A GLANCE

Customer:
COSCO Container Lines
America (CCLA)

Industry:
Shipping and
transportation

Employees: 500 in
North America
GoldMine users: 80

Products:
GoldMine®
iGoldMine™
Crystal Reports
GoldBox

**FrontRange Solutions
Partner:**
First Direct Corp.

GoldMine Business Benefits:

Automated team-wide sales reports show a summarized breakdown of activities, time spent and results by individual, district, region and nation and support strategic decisions.

Each salesperson saves at least two hours per week in compiling reports and managers 10 hours a week in reviewing them.

Time to train new reps is reduced by 90% and chances of losing information when sales reps leave the company. is also decreased.

COSCO execs worldwide view GoldMine anytime via Web-based iGoldMine.

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