

CUSTOMER SUCCESS STORY



Alpha Studios is a 12 year old, family-owned, multimedia production company based in Atlanta, Georgia. They have clients from around the country and a team that has worked together for more than 10 years. They produce everything from websites to television and radio commercials, to print design and website hosting.



Nichiha USA, Inc. was founded in 1998 in Atlanta, GA, as a subsidiary of the Nichiha Corporation and the Sumitomo Corporations of Japan and America. Nichiha USA markets and sells a full line of fiber cement products in the US and Canada. Nichiha produces high quality fiber cement products that fit the needs of owners, builders and architects of multifamily, commercial and residential properties. With over 10 different patterns and 35 different color options, Nichiha fiber cement products offer design options not typically found with other fiber cement products.

“Our clients are asking us to deliver services beyond creative and web development. TrackVia is a perfect complement. Our clients love that we can offer data management powered by TrackVia.”

Jeff Hilyer
Co-Founder and COO
Alpha Studios

Summary

Alpha Studios is a multi-faceted production company with specific expertise in creative design for the web, television, and print. When Nichiha USA, one of Alpha Studio's largest corporate clients, asked the Alpha Studios team for assistance in better capturing web leads, Alpha Studios turned to TrackVia. Within days, Alpha Studios delivered a fully-customized web-based solution that automatically routes leads to appropriate Nichiha USA sales and support reps. Alpha Studios has since included TrackVia-based data management and design as a standard value-added offering. To-date, over 20 clients have begun using TrackVia's service.

Challenge

One of Alpha Studio's most valued corporate clients is Nichiha USA, a major fiber cement manufacturer headquartered in Georgia. The Nichiha USA team was experiencing problems effectively managing leads from web registrations. Darrin Haugan, VP Marketing at Nichiha USA, was frustrated with his 3rd party lead gathering solution, which consisted of a standard project registration webform front-end, which generated an email to the customer support team. Support would then forward sales leads to geographically dispersed account executives.

Managing this critical workflow through a webform, email and ad-hoc routing left much to be desired. Visitors to the Nichiha USA website ranged from contractors and architects to homeowners. Regardless of the topic in which these varied visitors were interested –e.g., support, planning, sales – they were all forced to enter their queries into the same static webform. Sales inquiries often took days to get properly identified and routed. And too often, leads were lost, incorrectly routed, or forgotten in email inboxes.

Nichiha's Haugan eventually approached his Alpha Studios project coordinator, Jeff Hilyer, for assistance in fixing Nichiha USA's web lead management and routing problem. Haugan was extremely satisfied with Alpha Studio's work on Nichiha USA's public facing website design. The webform routing seemed a natural extension. Hilyer immediately began researching alternatives that could be quickly and easily implemented. Another requirement was that any solution needed to be capable of flexibly adapting to dynamic changes in the Nichiha USA business. Hilyer's recommendation: TrackVia.

TrackVia Cloud Database Professional Edition TrackVia Application Platform

Solution

Hilyer began researching cloud databases and business management solutions that could be used to meet his needs. He looked at WebOffice but soon found that, "It just didn't allow the flexibility to make the changes we needed. It didn't have enough features for us." QuickBase also fell short. "I looked at QuickBase, but there were too many limitations, including tight restrictions and extra fees for records and users. Pricing was clearly going to be an issue, resulting in questionable ROI."

After researching different players in the cloud database market, Hilyer decided to implement TrackVia.

The first priority for the company was to improve communications between sales people and the incoming product inquiries from architects, homeowners, and distributors, making sure leads became projects with no errors and minimal effort. In days, Hilyer successfully migrated all of his data to TrackVia and began sending accurate, time-sensitive lead data to his geographically dispersed Nichiha USA sales team.

“Before TrackVia, business was muddled by too many manual touches that were time-consuming and prone to error. With TrackVia, we have automated these workflows. The result: vastly improved efficiency, accuracy, and confidence that is helping to drive our client, Nichiha’s, growth.”

Jeff Hilyer • Co-Founder and COO
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Over time, Hilyer further enhanced the project registration process by leveraging TrackVia’s alert features to help the Nichiha USA sales team members respond more quickly to time sensitive lead data through the addition of real-time Blackberry alerts.

In addition to the above, Nichiha USA uses TrackVia to quickly assess and visualize real-time productivity by region. Nichiha USA project registration is maintained through data captured in TrackVia. Online sales leads, new employee applications, and distributors’ requests for new supplies are all captured using TrackVia webforms.

Benefits

No longer is Nichiha USA reliant on emails or manual, error-prone processes. Now, the quickly growing manufacturer uses TrackVia for virtually every facet of business operations. Says Hilyer, “With TrackVia, Nichiha has vastly improved process efficiency, data accuracy, and execution confidence. We couldn’t imagine a better platform to help drive growth.”

“Summary View is a powerful feature. In a single snapshot, I get the info I need to compare productivity numbers across cities. And, when needed, I am only a click away from the underlying details.”

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“I don’t know how I did it before TrackVia. I would have never been able to achieve the goals we had for offering our clients a robust, easy to use, cloud-based solution.”

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About TrackVia

TrackVia delivers the world’s most secure, flexible, and scalable OnLine Database and Application-Building Platform designed for Business Users. TrackVia balances business-user empowerment with enterprise-class performance, scalability, and end-to-end security. The result: A data management and collaboration solution that even the most skeptical Internal IT organizations can champion. To-date, over 1000 customers across the globe rely on TrackVia, including ADP, Healthways, US State Department, the TSA, US Olympic Committee, Samsung, and US Cellular.