

Riordan Manufacturing

CIS/ 319

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Riordan Manufacturing is a global plastics manufacturer employing 550 people with projected annual earnings of \$46 million. The company is wholly owned by Riordan Industries, a Fortune 1000 enterprise with revenues in excess of \$1 billion. Riordan products include plastic beverage containers produced at its plant in Albany, Georgia, custom plastic parts produced at its plant in Pontiac, Michigan, and plastic fan parts produced at its facilities in Hangzhou, China. The company's research and development is done at the corporate headquarters in San Jose. Riordan's major customers are automotive parts manufacturers, aircraft manufacturers, the Department of Defense, beverage makers and bottlers, and appliance manufacturers (Riordan Manufacturing).

Recently Riordan Manufacturing brought to Learning Team A's attention the need for a new Customer Relationship Management (CRM) System. The CRM System will be used to assist Riordan with relationships with their clients; currently there is not a CRM system in place for clients to manage their own account, view transactions, purchase items, update information, and for Riordan client service associates to assist clients properly. The description of the system is below, along with components, benefits, security, and how information will be used for Riordan employees. As an industry leader, Riordan wants to ensure quality remains with its current clients and continuing to build stronger and lasting relationships with new/prospective clients; the new CRM system/database will help Riordan meet this goal. Many organizations across different industries use CRM systems, for example department stores, specialty stores, grocery stores, and banks.

Description of the CRM System

The new CRM system will track all customer service inquiries via telephone, email, and website inquiries; as well as providing client-service associates with up to date information about

the client's profile, order history, and communication interactions with Riordan. The new CRM system will partner with the existing marketing information system to pull data from each client's sales database, marketing promotions sent out, and historical sales. For example, a client-service associate will be able to log into the CRM system, pull a client up by name, telephone number, website, and/or location; the client-service associate can then view the client's profile of information (location, industry, headquarter location, years in business, etc.), sales history, orders currently being processed, orders recently shipped out, etc. The client-service associate will be able to use the different search components as well to look up information about the client, for example: run search queries by location, client size, ordering history, last date of sale, etc. The client-service associate will also be able to view all conversations with the client by looking at the communication details. The CRM system will also allow the client services department to create promotional deals and contact the clients via the CRM system.

Business Requirement(s) Driving the Need

Riordan has been in business for 21 years, however with the spike in competition and the lack of a CRM system in place, Riordan is committed to meeting these needs. Riordan is looking to increase the employees in the client services department for the overall growth and need for this specific department; the company is looking to hire on close to 100 client-service associates to work the entire globe. The global presence of Riordan and being an industry leader are driving the needs for the new CRM system to be rolled out within the next 6-12 months, if not sooner. Losing clients and potential clients because of a lack of system in place is not acceptable; therefore a system will be put in place by the spike in competition. Since there is not a full CRM system in place now, the system will benefit the company in building relationships, as well as providing numerous advantages for the client-services and sales departments. The new CRM