



COMPANY NAME

Polymers International Australia
Pty Ltd

WEBSITE

<https://polymers.com.au/>

INDUSTRY

Wholesale & Distribution of Engineering
Plastics, silicones, elastomers.

EMPLOYEES

50

BOYUM SOLUTIONS

CRM for Outlook, B1 Usability Package

FEATURED PARTNER

CitySoft Licensing Pty Ltd

Polymers International Australia **increased 20% sales and profitability** with CRM for Outlook and B1UP

Polymers International Australia Pty Ltd specializes in the marketing, sales, and distribution of high-performance elastomers, engineering plastics, silicones, and niche materials. Their main sales offices and warehousing facilities are located in Victoria (Head Office), New South Wales, South Australia, Queensland, and Western Australia. The business is well supported by technically qualified people and fully backed up by the respective suppliers.



Customer Challenges

- Trouble managing their CRM, in particular Sales Opportunities. It took more than six months to come to fruition.
- Lack of information and need of increasing sales.



Solution

- Ability to create their own Target tab in SAP.
- Opportunities with all their custom information. This allowed them to track and internally report on their Sales Opportunities.
- They have also used the information to report to their Suppliers so that they know they are active in pursuing new business.



Results

- As well as leading to increased information they have also led to increased sales.
- Obtained new large suppliers as they provided better information on the Australian Market than their competitors.

"BOYUM HAS BEEN VERY FLEXIBLE, WE HAVE BEEN CONTINUALLY IMPROVING OUR CRM. WE HAVE BEEN USING BOYUM SINCE 2012 AND HAVE HAD MANY SAP UPGRADES AS WELL AS SQL UPGRADES AND WE HAVE NEVER HAD ANY BOYUM ISSUES DURING THE UPGRADES."

Brian Treacy / Finance & IT Manager