

## CUSTOMER CASE STUDY

# Jayco Adelaide Streamlines Sales and Drives Email Open Rates up to 50% with SugarCRM



For more than forty years, [Jayco Adelaide](#) has been helping adventurers find the perfect recreational vehicle (RV). Originally called Australian Caravan Co (ACC), the dealership partnered with iconic brand, Jayco Corporation, in 1990 to offer popular Jayco RVs to customers looking to explore the great outdoors. In 2019, after nearly three decades of successful partnership, ACC changed its name to Jayco Adelaide. The rebrand signified the strong ties between both companies and marked the beginning of a new era for the South Australian dealership.

**Industry** ///


Manufacturing

**Location** ///

South Beach, South Australia

**Website** ///

[www.jaycoadelaide.com.au](http://www.jaycoadelaide.com.au)



Jayco Adelaide started its new life facing the challenges brought by COVID-19. Lockdowns and supply chain issues led to longer vehicle wait times and required remote customer interactions. Jayco Corporation and other dealers in its network faced similar challenges. Before the pandemic, [Jayco Adelaide](#) was planning a makeover that included building a mega-facility to enhance customer experience and unify staff from two locations. They would also update paper-based processes to meet the growing demand for digital interactions and proactive service. The pandemic's added challenges made these plans even more crucial. At the time, Jayco Corporation was also looking to transform processes with a new CRM solution. Jayco Adelaide joined their search, and together they found a platform that suited Jayco Corporation and its entire 29-dealer network.

## Customer Information Lost in Paper Folders

Jayco Corporation and Jayco Adelaide had slightly different pain points. Jayco Corporation wanted to integrate data across its dealer network and enhance customer experience.

"We were looking for a robust CRM solution to help us unite data across networks, get better insights, and ultimately, sell more caravans," says Andrew Fogarty, Business Analytics Manager at Jayco Corporation.

For Jayco Adelaide, data integration was crucial, but first, they had to shift away from paper and start digitising their processes.

"Our processes used a lot of paper. Every customer had a folder with contracts and handwritten notes. Important next steps were sometimes lost in those folders," says Jade Walsh, Marketing and IT Manager at Jayco Adelaide.

While the dealership delivered top-notch experiences ninety percent of the time, a small number of customers were slipping through the cracks—or, more accurately, getting lost in paper folders.

"It was all very analog. We needed all our customer data in one place so we could create a 360-degree view of each customer and keep track of their entire purchase history," says Jade.

A customer can purchase up to 8 RVs in their lifetime. Without recording repeat customer interactions properly, sales reps were missing relationship-building and upsell opportunities.

With these pain points in mind, Jade teamed up with Andrew to look for a flexible CRM that would serve both Jayco Corporation and Jayco Adelaide.

Jade's dream was a flexible CRM that would adapt to Jayco Adelaide's existing workflows. His input helped Andrew consider a dealership's perspective while looking for a technology to suit multiple stakeholders.

"An out-of-the-box solution wasn't going to cut it for us, we had too many moving pieces. We needed a solution that every dealer would get excited about," says Andrew.

**"We were using a bunch of platforms and processes just to make simple things work. With Sugar, we work smarter and have freed up hours across the business. It's been excellent."**

**—JADE W.,**  
Marketing and IT Manager,  
Jayco Adelaide

After an extensive discovery process that saw every CRM on the market assessed, SugarCRM was chosen because it offered true flexibility and a total key turn solution.

“Sugar was a no-brainer. We didn’t want different platforms. Sugar offered one system that could talk to marketing, sales and customer service and integrate with our ERP,” says Jade.

Jade and Andrew were particularly impressed with the Sugar Automate module, used for customer journey management.

Jayco Adelaide, like other Jayco dealers around the country, is a private business. The ability to personalise customer journeys with Sugar Automate meant every dealership could use the platform without compromising their unique way of doing things.

“The customer journey module was a game-changer for me. It also meant we could keep our process while still sharing data with Jayco Australia. Other platforms didn’t allow that kind of flexibility,” says Jade.

## Sugar Transforms The Way Teams Work

Going from paper-based folders to a fully blown CRM is a complex process. Jayco Adelaide wanted to digitise existing data, create brand new workflows and integrate with third-party platforms like their ERP.

Luckily, [CRM Strategy](#), a Sugar Partner, was on board to help Jade properly implement [Sugar Market](#), [Sell](#) and [Serve](#).

“We are very fortunate to work with CRM Strategy. They helped set up the platform for both our needs and the needs of Jayco Australia” says Jade.

First, consultants at CRM Strategy worked with Jade to map out the entire customer journey through Sugar Automate and input the data into Sugar. An integration with Jayco Corporation’s ERP system was also set up. “We set up a connection with Jayco Corporation’s ERP system and can now see specific product details right in our CRM.”

Then, staff were trained in how to use the platform. Despite the challenges of an inter-generational workforce, getting everyone onto Sugar was relatively easy. “Sugar’s training modules are intuitive and easy to follow, everyone was able to follow along,” says Jade.

Now, Sugar is part of everyday life at Jayco Adelaide. “It’s embedded in our culture, everyone across our business knows what it is and uses it.”

## Email Click-Through Rates Reach 50%

Sugar makes it easy for every team at Jayco Adelaide to be proactive and collaborate.

Data in one place allows marketers to run highly targeted campaigns. EDM lists can be created in minutes as opposed to hours allowing the team to do things like invite curated lists of customers to specific RV launches very quickly. “We can market to very specific groups which leads to higher click rates and better campaign success,” says Jade.

Click-through rates for general campaigns now sit at about 32%, above the industry standard. For highly targeted campaigns, click-through rates are even higher sitting at 40 to 50%.

Marketing configurations also send data to sales teams about a customer’s online activity. Now reps can view customer histories at the click of a button and see what products customers have been viewing online.

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Marketing and IT Manager, Jayco Adelaide

As a result, reps can enter conversations with more knowledge leading to better conversations and higher conversions. “CRM Strategy helped us harness Sugar Sell and Sugar Market together and as a result, we are twice as effective,” says Jade.

For customer service teams, Sugar makes it possible to handle multiple queries at once and achieve faster solutions. Paper-based systems sometimes led to missed customer check-ins regarding RV delivery. Now with Sugar, every single customer is proactively contacted by customer service reps regarding their RV delivery times.

Another win is that Sugar made it easier to scale the customer service team.

“Since implementing Sugar we have grown our team. Insight into workloads allows our managers to share work evenly and ensure every customer gets attended to,” says Jade.

What’s next for the dealership? More innovation. “Our next step is more personalisation, we plan to match leads with complementary salespeople. We want to be able to communicate and sell to each customer the way they prefer” says Jade.

**“Sugar Market has made us more effective. We can now create highly targeted campaigns and achieve email click-through rates as high as 50%.”**

**–JADE W.,**  
Marketing and IT Manager,  
Jayco Adelaide



#### SUGAR PARTNER

CRM Strategy was created 28 years ago to be a passionate advocate for the customer and apply effective technology towards bold goals. Business needs all the fearless partners and tools it can get its hands on to succeed in these interesting times. CRM Strategy applies its strategy, services and technology to deliver industry-changing outcomes for amazing clients like Jayco.

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## About SugarCRM

SugarCRM offers software solutions that helps marketing, sales, and service teams reach peak efficiency through better automation, data, and intelligence so they can achieve a real-time, reliable view of each customer. Sugar’s platform provides leading technology in the sales automation, marketing automation, and customer service fields with one goal in mind: to make the hard things easier. Thousands of companies in over 120 countries rely on Sugar by letting the platform do the work. Headquartered in the San Francisco Bay Area, Sugar is backed by Accel-KKR.

For more information about SugarCRM, visit [www.sugarcrm.com](http://www.sugarcrm.com).