



## CUSTOMER CASE STUDY

# RHINO Steel Building Systems Improves ROI and Overall Efficiency with SugarCRM



[RHINO Steel Building Systems](#) has been selling pre-manufactured steel building kits since 1998. RHINO began with a clear vision. Quite simply, if you treat every customer as you would like to be treated— with respect, honesty, and integrity— they will buy from your company time and time again and tell others about their RHINO building experience. And that formula has held true for RHINO over the years.

Their buildings come standard with superior features and are known for the “RHINO difference” which comes from a focus on delivering fast, using stronger and more flexible materials, and providing green building choices. RHINO Steel Building Systems was looking for a way to automate manual processes and increase the efficiency of its overall business model when they found SugarCRM.

**Industry** ///

Manufacturing

**Location** ///

Amarillo, TX

**Website** ///

[www.rhinobldg.com](http://www.rhinobldg.com)

## Breaking Better Practices: How RHINO Broke Free from the Status Quo

Recognizing the limitations of their existing business processes, RHINO Steel Building Systems embarked on a transformative journey to modernize and streamline their operations from which they felt were currently being held back from. “Our sales team was used to simple business cards,” said Mat Brown, Vice President. “So when we adopted our first CRM system, Goldmine, they used it just to hold contacts.” RHINO needed to find a CRM system that could also automate manual tasks and define sales processes.

The search for an advanced CRM system reflected RHINO’s commitment to embracing modern technologies that could empower their sales team and enhance overall business performance. The goal was not only to transition from outdated business practices but also to leverage technology as a strategic asset in fostering growth and competitiveness—that’s where SugarCRM came in.

## Out With the Old, In with the New: Building a Better Path to Success by Switching to SugarCRM

To evaluate CRM solutions, Brown met with peers in the industry to compare options. While the company considered other choices such as Salesforce and Zoho, they chose Sugar because of the flexibility and affordability of the platform.

RHINO initially worked with another company to customize their Sugar instance but came to SugarCRM after a negative experience. “We originally chose a partner that was local to Denton. But it was a tough relationship. After about a year of struggling with them, I called SugarCRM,” said Brown.

The engineers at SugarCRM worked with Matt Brown to identify RHINO’s CRM requirements. During the implementation, they developed several new capabilities in Sugar to meet RHINO’s business requirements. Some of these included:

- Web-to-lead forms for automatic lead entry
- Click-to-call feature so users can make and track phone calls from the CRM
- Custom notes dashboard to easily enter touchpoints with leads
- Installation of Synolia’s SynoGenerateDoc for mass creation of PDFs
- Jobs module to manage multiple projects for one Contact

“Everything from the very start went smoothly. From setting up a plan to giving a time frame for the job, or knowing the cost upfront, SugarCRM did the standard things that should always be done from the start, and that’s what got us onboard with them”, said Matt B., Vice President, RHINO Steel Building Systems.

## From Working on a Digital Rolodex to Operating a 360-Degree and Centralized CRM

### Flexibility of the Platform

The flexibility of Sugar allowed RHINO to consult with employees and learn about their working needs. “What we liked about Sugar is the way you can customize it. We have a lot of older employees here that were accustomed to the old system. It would have been tough to start with something like Salesforce where you can’t change anything you want,” said Brown. Being able to customize the system to employee needs enabled user adoption for RHINO Steel Building Systems.

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**–MATT B.,** Vice President, RHINO Steel Building Systems

## Sophisticated Reporting

Sugar's reporting module allowed RHINO to start tracking important metrics, including the ROI of their marketing dollars. By using the web-to-lead form and a field that asked customers where they had heard of RHINO Steel Building Systems, RHINO was able to improve the allocation of their marketing resources.

## Defining Workflows

The SugarCRM engineers worked with RHINO Steel Building Systems before starting the project to determine their needs and help them build out a system of workflows. The customizations, training, and services SugarCRM provided to RHINO allowed them to take full advantage of their CRM. Before, the company used Excel spreadsheets to track phone calls and was entering web leads manually. "We never really had a workflow before we came to SugarCRM. Our salesmen have all been in the industry before, so they all had their own process for how to work a lead," said Brown. "Now with the web-to-lead form, a lead gets automatically entered, round-robin to a salesperson immediately, and a sales call is scheduled for them automatically. That salesperson makes a call and enters notes into Sugar, and a brochure is automatically sent out to the lead." Enforcing consistent work-flows throughout the sales team has enabled better efficiency and more accurate CRM data. It has also enabled the company to follow up with a lead immediately, whereas their older processes had them following up with leads almost a day later.

## Open-Mindedness and Expert Advice

Because of Sugar's flexibility, RHINO Steel Building Systems recommends that companies with similar business issues remain open-minded to their vendor's advice. "You may think you want your CRM a certain way, and you're set on that. But until you talk to someone who has experience, you don't really know anything about best practices or other companies' mistakes. The engineers at SugarCRMs used their experience to show me how it could be done better. Just don't get stuck in your ways," said Brown.

**"We've never had a complex CRM system before so being with the right partner from the start has really helped us succeed."**

**—MATT B.**

Vice President, RHINO Steel Building Systems

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## About SugarCRM

SugarCRM is a CRM software 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).