



Global Pioneer in Seamless Access and Security Improves Processes and User Experiences with CRM

SPECIFICATIONS

Industry

- Security, Manufacturing

Technology Profile

- CRM
- Hitachi Solutions Managed Services

Location

- Headquartered in Dublin, Ireland; business operations globally

Allegion's 11,000+ dedicated employees combine mechanical hardware, operational excellence, and digital solutions to drive seamless access and a safer world.

INTRODUCTION

With more than 30 innovative brands sold in 130 countries, Allegion is a global pioneer in seamless access. Focusing on security around doors and adjacent areas, Allegion secures people and assets with a range of solutions for homes, businesses, schools, and institutions. Those solutions include everything from residential and commercial locks, door closers, exit devices, steel doors and frames, to access control and workforce productivity systems.

CHALLENGE

Allegion's experience and expertise in delivering innovative security solutions for doors and their adjacent areas have established the company as a global market leader. In order to maintain that position, Allegion depends on its sales operations team to develop a truly visionary customer experience, and on its IT team to pull together solutions to meet business requirements and make that vision a reality.

When Allegion became a standalone company in 2013, the growing business recognized a need to update its aging systems. Prior to partnering with Hitachi Solutions, Allegion was using a sales and service solution based on an older version of a legacy system that was approaching end of life.

"From an IT and delivery perspective, we were using an old technology," said Adam Grover, IT Manager at Allegion. "It was holding us back from being able to deliver business value quickly and efficiently. We also wanted to be able to pivot and move in new directions rather than stay on the same track."

On the sales side, Allegion's existing CRM toolset was sluggish and outdated; the company needed a better way to engage with and improve the experience of its customers, as well as empower its agents.

"Our legacy system just couldn't deliver what we wanted without a major investment," said Grover.



SOLUTION

When the time came to make the switch to a more modern CRM system, Hitachi Solutions was Allegion's first choice.

"Hitachi was also honest with us," said Grover. "They were able to show us which parts of Allegion's dream would work, which parts wouldn't, and why — based on similar projects they'd completed in the past. That kind of feedback let us know that we could trust them to keep us aligned, and that they could deliver on the business problems we experienced."

"Most of our customer care team uses the browser version of the application," said Bill Kemerer, VP of Global Data and Analytics at Allegion. "We wanted to focus on that mobile experience for our sales team, as well, to make their lives a lot easier. CRM drives the mobile experience much better than the competition, and Hitachi had an excellent grasp on that aspect."

After two years of engagement, during which time the two companies formed a strong business relationship, Allegion took the next step forward, working with Hitachi Solutions on a CRM replatforming project. Allegion's existing system was heavily customized and touched all aspects of its business, driving the two companies to work together to come up with a creative "Big Bang"-style replacement strategy.

From there, Hitachi worked with Allegion to capture business requirements and design a future-state system that replaced existing systems and improved both business processes and the overall customer experience. Based on this assessment, Hitachi Solutions helped Allegion achieve the following:

- Completely replace sales systems, processes, and configuration tools
- Completely replace service systems, call center processes, and customer experience tools
- Replace the dealer portal and management process and integrate them into an existing Allegion portal using Hitachi's portal framework
- Integrate to multiple ERP systems

"One of the things that really stood out to us was that Hitachi analyzed, reviewed, and discussed our business problems," said Grover.

"They really took the time to understand our end users' problems rather than just look at things from a systems analysis standpoint. It was clear that they wanted to help us create something that was actually usable and functional."



BENEFITS

Single Source of Truth

Allegion's sales team eliminated operational spreadsheets and now refer to a single source of information when identifying third-party relationships (with general contractors and architecture firms) and providing coverage in a sales pursuit.

360-Degree View

With a 360-degree view of customers and other third-party relationships, as well as data-driven insights into opportunities, Allegion's sales team can easily view the complete history (if applicable) and identify ways to strengthen those relationships.

High User Adoption

By utilizing Hitachi Solutions' proven user adoption methodology, Allegion was able to ensure a high adoption rate in the initial Dynamics rollout, leading the company to explore a global (Europe, Asia, China, AU/NZ) CRM implementation.

CONCLUSION

By the time Hitachi Solutions completed Allegion's CRM replatforming project in 2018, numerous processes had been redesigned and optimized to create better user and customer experiences and to simplify the solution.

"With CRM, we're able to pivot and to quickly and efficiently make changes and perform POCs," said Grover. "A task that would have taken me a week under legacy systems now only takes me 20 minutes."

Allegion was able to launch CRM almost flawlessly in North America, which garnered attention from global counterparts. Within six months of the initial launch, Allegion launched CRM in Dubai, later following suit in Europe.

"On top of the initial implementation, we re-engaged Hitachi for the work we had to do to make CRM a truly global application," said Kemerer. "Our experience has been that good."

Allegion's existing support engagement with Hitachi Solutions gives its sales, IT, and other teams the peace of mind they need as they continue the company's global CRM rollout.