

Conveying Excellence: Intralox's Journey to Seamless Service and Global Efficiency



When you think of highly specialized conveyance technologies and services with a worldwide footprint, Intralox stands out from the crowd. In fact, chances are high that what you are eating, reading or using right now has touched and moved through the supply chain and into your hands from one of Intralox's state-of-the-art conveyor belts.

Intralox's conveyance solutions have transported the world's most critical products for more than 50 years. With an extensive portfolio of modular plastic conveyor belts, they can be found in food processing plants, industrial manufacturing facilities as well as logistics and material handling applications worldwide. Although known for their innovative product line, that isn't the company's only distinction. Intralox is also recognized for its comprehensive customer support, thanks in part to their partnership with Hitachi Solutions and Microsoft technology solutions.

Specifications

Industry:

- Manufacturing

Organization Size:

- Over 5,000 employees globally

Products:

- Microsoft Dynamics 365 (Sales, Customer Service, Field Service)

Challenge

While Intralox is an expert in keeping things moving, they faced significant operational challenges managing their expansive customer base of over 80,000 accounts. Operating across multiple regions and 18 languages, plus handling nearly 40,000 service calls annually, the company struggled with fragmented systems that hindered efficiency and visibility. Each customer service call requires deep product knowledge and rapid response time, which necessitates technicians and service reps to access innovative tools capable of providing quick information to complex customer histories and needs.

Their legacy CRM, ERP and Field Service software lacked the flexibility and integration needed to support their growing business and evolving customer expectations.

Enter Microsoft Dynamics 365 and Hitachi Solutions. With the right tools, strategy and Partner in place, Intralox knew they could deliver consistent, high-quality service across channels and globally at scale.

A Trusted Partnership

After evaluating a number of solutions and implementation partners, Intralox chose Microsoft for its best-in-class technology and Hitachi Solutions for their depth of experience.

“ I think what sets Hitachi Solutions apart is really wanting to understand our business. They really think big picture. When we started our engagement, we spent probably four to six weeks of just discovering, really understanding what we were trying to accomplish. It was incredibly important how closely they partnered with us and their role in facilitating best practices. ”

Jeff Serpas, Business Relationship Manager of Customer Experience, at Intralox

Full Speed Ahead to a Modern, Integrated Platform

With the groundwork established, Intralox knew their CRM was a big piece of their ecosystem. From sales to customer service to field service, it's the central nervous system for all operations.

In short, anything a customer touches directly or their frontline employees use to serve their customers was part of the transformation journey.

Intralox set the stage to replace siloed operations to a centralized process that could integrate globally within the company, provide standardized

processes by utilizing best practices and replace all the varying technologies across workstreams into one cohesive platform.

Microsoft Dynamics 365 (Customer Service, Field Service and Sales) was the ideal solution to help streamline and strengthen Intralox's operations.

In addition, Hitachi Solutions introduced Microsoft Copilot for case and work order summaries which allowed for synthesized interactions and improved follow-up messaging – opening the door for further AI value.

Tangible Benefits, Innovation in Constant Motion

The implementation of these tools and capabilities improved access to information, increased productivity, reduced inefficiencies, and saved time for both Intralox and its customers, leading to enhanced overall customer satisfaction.

With all team members' activities now captured in the system, Intralox has a real-time snapshot of the current state of its accounts which provided immediate improvement in productivity. While change is never easy, the team embraced the undeniable benefits, and with Hitachi Solutions' change management processes in place, it ensured a successful adoption of the new system on a global level.



Field teams are more efficient, with optimized dispatching and AI-driven predictive modeling. With Copilot activated, Intralox has enjoyed proactive issue resolution, improved customer satisfaction, and seamless collaboration across customer service teams.

Teach Them to Fish

While Intralox has experienced increased productivity and found new and meaningful ways of connecting with its customers, they have also become more adaptive. The company remains focused on further customer service innovation and technical support process improvements.

Intralox is also a company that truly embraces learning and self-sufficiency. Notes Serpas, “What I appreciated in Hitachi Solutions’ hybrid development approach, combining waterfall and agile methodologies, is how it helped our team grow and empowered us to be self-sufficient. We truly appreciated the trusted support and their expertise. They really taught us how to fish and helped develop our teams’ skills over time.”

By unifying global operations and empowering teams with real-time insights, Intralox didn’t just modernize service—they redefined what excellence in conveyance looks like. You may say with precision and purpose, Intralox merged innovation and motion by connecting teams, solutions and experiences on a path for scalable, operational success.



Contact us to learn how we
can help you!

Hitachi Solutions

