



Case Study: Century Martial Arts



Century Martial Arts Kicks up its Customer Service with Microsoft Dynamics CRM

BUSINESS SITUATION

When a martial arts student earns their black belt, chances are that the clothing, sparring equipment and training gear that boosted their training along the way came from Century Martial Arts. At Century, the mission is to have every individual experience not only the physical benefits of martial arts, but more importantly the intangible gifts of respect, discipline, confidence, integrity and honor. It's a company where even the body opponent bag, Century BOB®, has such a passion for martial arts that he has his own Blog.

Century, with more than 300 employees based at its Oklahoma City manufacturing and 560,000-square-foot distribution center, sells products through catalogs and the Web as well as through sporting-goods chains. Century's customers include thousands of martial arts schools globally for which the company supplies equipment, curriculum programs, trade-show events and customized products.

Previously, Century examined historical purchases, buying trends, surveys and feedback from customers and focus groups to gather business intelligence and compile spreadsheets, reports and analytics. Century needed more extensive reporting, however, to achieve its goal of taking a more proactive approach in suggestive selling to customers, thereby increasing brand loyalty and customer support.

"We wanted to get to know our customers better," said Dan Bower, president at Century Martial Arts. "Dramatic differences exist among our customers — for example between a karate school and a jujitsu school. We wanted to know how to help them improve their businesses, and that meant we had to better understand their needs and buying patterns."

SOLUTION

Century Martial Arts considered Salesforce.com and SugarCRM open-source software before determining that Microsoft Dynamics CRM would best meet its needs. Century was already using Microsoft Dynamics AX 4.0, Microsoft Office and Microsoft Exchange server, and selected Microsoft Dynamics CRM 4.0 to provide customer information in more detail.

"Besides being competitively priced, Microsoft Dynamics CRM integrated into our existing Microsoft architecture, its functionality and ease of use were attractive, and other Microsoft Dynamics CRM customers who we interviewed gave it extremely high marks on productivity," Bower said.

Working with Tribridge, Century implemented the marketing aspects of Microsoft Dynamics CRM to be used by the marketing and sales staff members conducting outbound calls and visits. Goals for the project team included refining marketing campaigns to ensure that they reach the right customers and prospects, that the marketing messages are timely and appealing, that their efforts are compelling to customers, and that they build the company's brand.

SOLUTION: Microsoft Dynamics® CRM

ABOUT CENTURY MARTIAL ARTS



Based in Oklahoma City, Oklahoma, Century Martial Arts is the world leader in martial arts products and the largest manufacturer and distributor of individual contact sports equipment.

Century has sold products to support martial arts, mixed martial arts (MMA), boxing and kickboxing throughout the world for over 33 years. Century is also the exclusive manufacturer and distributor of UFC® fight gear and has just signed with TapouT® to be the exclusive manufacturer and distributor of an all-new line of MMA equipment.

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We help our customers become more productive, profitable, competitive and secure.



BEST BUSINESS PRACTICE IMPLEMENTATION

Early on in the implementation, Century and Tribridge set a go-live date, and it never moved during the entire project. Not only was the project completed on time, it was under budget as well. "It is a fact that most CRM implementations fail," said Bower. "Not only did this implementation not fail, it could be presented as a business model for how implementations should be run. I would attribute the success to the high level of commitment from Tribridge, and the IT department and users at Century. All three groups stayed focused, fully committed, and utilized best business practices."

Century is utilizing a data warehouse to integrate its Microsoft Dynamics CRM system with Microsoft Dynamics AX, an AS400 order system, and other systems. Tribridge, together with the Century IT team, worked diligently to ensure data integrity and conversion for several million records during the implementation. "Out of the several million transferred records, only nine failed — a testament to the phenomenal job from the combined teams at Tribridge and Century," said Bower.

RESULTS

Century's marketing, sales and executive teams can now access a tremendous amount of data with a keystroke, where it took countless hours of searching and compiling spreadsheets in the past. "We wanted to give users ownership of the system, and we have absolutely accomplished that," said Bower. "Because of the user friendliness of the system, our team members are able to create their own workflows with little help from IT. Our developers simply run through for a quality check and publish the workflows to production."

One of the new workflows is particularly helpful to Century sales representatives for the martial arts schools when they are on the phone with a customer. Based on information that the customer gives them, the screen changes for quicker data entry, and pop up windows help the representative ask questions to help promote coordinating apparel or accessories, for example. Follow up tasks are created for representatives to call schools that have ordered new uniforms for the first time to promote product packages. Likewise, each school's belt testing schedule can now be better tracked so that meaningful marketing messaging can be pushed out, offering better customer service to Century's customers.

Century's martial arts industry association (MAIA) division, which helps martial arts schools with layout, curriculum and business management, now has better customer data as well. They can now make recommendations based on the success of other school programs. For instance, the tae kwon do schools that sell product packages to students experience more revenue than schools that do not.

In the sporting goods division, where the focus is managing relationships with big box retailers, more information is stored at the contact level to help build better relationships. Representatives can now store and append vendor agreements, co-op marketing agreements, Planograms and Microsoft PowerPoint presentations that can be accessed on the fly, replacing hard-to-locate paper files and documents stored on individual computers.

"We're very happy with the demographic and geographic information we now have," said Bower. "The team at Tribridge did a great job. They were professional, customer-oriented, and interacted with our team extremely well. They made us feel like we were their only customer."

SOLUTION: Microsoft Dynamics® CRM

THE RESULTS

- Improved customer service
- Support for company growth
- Improved return on marketing investments
- Time savings
- Improved reporting
- Better data management
- Better planning data
- Integration across the company
- Improved use of IT staff

Not only did this implementation not fail, it could be presented as a business model for how implementations should be run.

CONTACT TRIBRIDGE

Find out how Tribridge can help you simplify your business.

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