

# CASE STUDY – COINAMATIC



## The organization

Coinamatic is a privately-owned Canadian company founded in 1946. Celebrating over 60 years in business, it continues to be known as "Canada's Most Trusted Name in Apartment Services," representing service and payment reliability with a reputation for fidelity and financial stability.

Coinamatic's core business is the supply, service and management of vended laundry in multi-housing complexes. Coinamatic supplies coin and smart card-vended laundry services to nearly 15,000 multi-family residential buildings in 525 communities across Canada serving approximately 1.7 million residents. By far the largest company of its kind in Canada, Coinamatic is the only ISO 9001 certified route operator in North America.

## The challenge

Coinamatic has an outgoing call centre, processing approximately 500 new leads every week. Prior to the Microsoft Dynamics CRM installation, these leads were tracked in several Excel spreadsheets updated throughout each day. The key problems were:

- Multiple spreadsheets with multiple versions of the truth
- Cumbersome tracking of opportunities
- Duplication of data
- Unreliable and time consuming summary of monthly data on calls, opportunities, commissions, etc.

## Why Microsoft Dynamics CRM?

BDO was selected to implement the new system based on its extensive experience in Project Management and operational change, along with strong skills with productivity and efficiency improvements. Another factor in the decision was our strong customization teams who also have strong business process skills. We suggested Microsoft Dynamics CRM to address Coinamatic's requirements for the following reasons:

## Integration with existing Microsoft products

- Coinamatic used Microsoft Outlook extensively, and needed a CRM solution that would integrate tightly with Outlook
- Coinamatic had various templates in Microsoft Word that they wanted to leverage with a CRM solution
- Microsoft Dynamics CRM provided for exports to Excel for additional analysis and processing

## Ease of use

- Microsoft Dynamics CRM was easily customized to deal with the various products and services offered by Coinamatic
- With a standard Microsoft interface, Dynamics CRM is an easy system to learn
- Power users at Coinamatic were able to learn the system, and train new employees with only limited assistance from BDO.

## SECTOR

Manufacturing

## ABOUT BDO

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## ABOUT BDO IN CANADA

BDO is the sixth largest accounting and advisory firm in Canada with 95 offices nationwide. Our professionals have the expertise to serve owner-managed, large and mid-market companies, communities and non-profits in a broad range of industries.

### Vendor stability

- It is critical that Coinamatic operate technology that is widely recognized and supported in its locations throughout Canada; this increases its ability to obtain remote support from skilled professionals
- Microsoft Dynamics CRM runs on the proven industry standard database, Microsoft SQL, and is currently in Release 4.0
- By using proven technology, Coinamatic will be able to maximize the return on its investment and continue to build on its existing Microsoft technology

### The results

- Call centre staff were quickly up to speed with Dynamics CRM and completing considerably more calls each day, with greater tracking and documentation
- Manual spreadsheet tracking has been eliminated
- Real-time reporting of completed calls and created opportunities are displayed on a large plasma screen in the call centre using dynamic pivot tables, created by CRM
- Month-end reporting is created automatically by CRM instantly at the end of the last day of the month



BDO Solutions helps small, medium and large size organizations align technology to their overall business strategies using Microsoft technology. We specialize in implementing Microsoft Dynamics GP and NAV and Microsoft Dynamics CRM enabling our clients to streamline their business processes and improve overall operational efficiency. For additional information please contact:

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