



**LUXOR**  
SIMPLY CRM.ONLINE

## Customer Case Study



### Brimhall Industrial

Based in Monte Vista, Colorado, Brimhall Industrial is a full-fledged service provider for power generation plants across the U.S. For over 20 years, Brimhall Industrial has continued to provide quality services including repair and rebuilding of pumps, heat exchangers, gearboxes and a variety of other rotating equipment. As a full-service machine shop, they offer in-house welding and fabrication, alongside “turn-key” pump and heat exchanger repair. Brimhall strives to become a valued long-term partner of every client by guaranteeing every repair and offering free on-site maintenance training. With a long-standing client base, they have achieved the reputation of being a reliable and trusted industrial repair company.

### The Challenge

With a solid customer base in tact, Brimhall Industrial’s primary focus is on retaining their current clients and ensuring their utmost satisfaction. Paul Brimhall, the Owner and Sales Manager, created his own in-house system called Quickbase to serve as a contact database. The system efficiently organized contacts but was limited in its ability to manage client relationships and did not agree well with their sales team. The company wanted a system that provided superior reporting capabilities and would easily conform to their method of conducting business. As a smaller company, they did not have the IT expertise or the time to learn a foreign system and instead required one that could be quickly adopted and integrated into their daily tasks. This led the company to begin investigating CRM solutions to find one that was all-encompassing, easy to use and could be up and running in no time.

### CRM Project Scope

**Industry:**

Industrial Repairs

**Number of Luxor CRM Users:**

5

**Timeframe for Implementation:**

< 14 days

**Benefits of Luxor CRM:**

- ❖ User-friendly interface
- ❖ Fast and affordable deployment
- ❖ Extremely flexible and customizable
- ❖ Exceptional customer support

## The Solution: Luxor CRM

After evaluating countless systems over the course of 8 weeks, Paul Brimhall came across Luxor CRM and was immediately impressed with the system's user-friendly interface and sales team. His sales team required a system that was simple in nature and could be readily learned within a matter of days, or in Paul's words a system that was "idiot-proof". After the first presentation, he recognized that Luxor CRM was designed for the salesperson and not a tech savvy individual, and within moments felt at ease navigating through the system's various modules.

Apart from ease of use, Brimhall was impressed with Luxor CRM's reporting features, especially its ability to generate reports from any module, allowing him to better track his sales team's progress and growth over the course of the sales cycle. As both the Owner and Sales Manager for Brimhall Industrial, Paul wears many hats and found that Luxor CRM allowed him to gain a 360 degree view of his company, while engaging in the day-to-day tasks of sales. Luxor CRM's ability to be remotely accessed from any location was the icing on the cake for Paul, as his team continually travels to clients on site and needs to quickly update information for the company's reference. With a short deployment timeframe and affordable cost, Luxor CRM proved to be the ideal solution.

*"Our overall experience with Luxor CRM has been excellent. Customer support has been exceptional and we are more than pleased with the product."*

- Paul Brimhall  
Owner & Sales Manager

## The Results

The implementation of Luxor CRM was completed over 3 weeks and accompanied by "excellent service". After setting up the system to accord with Brimhall's business methods and requirements, Paul felt as though he received enough training to become an expert with Luxor CRM. His questions and support concerns were dealt with diligently and he was able to successfully train his not-so tech savvy sales team within the first week of deployment. When the system went live, Brimhall recognized how Luxor CRM conformed to his contact-based business model, which allowed for the company to better manage and optimize their client relationships. While integrating Luxor CRM into their daily routine, Brimhall references the Activities module as his sales journal and the Opportunities module as his cash cow, which demonstrates how Luxor CRM was the perfect fit for their business. Reporting, which was once a time-consuming task, became much simpler and allowed for the sales team to streamline the entire process. Overall, Brimhall Industrial appreciated Luxor CRM's devoted Client Services team and reported that the system "does everything we needed it to do".

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