

Customer Case Study: O.S.S.Environmental

O. S. S. Environmental

Based in Brantford, ON, O.S.S. Environmental is an environmental waste management company that has been providing disposal and recycling support services to Southern Ontario for over 20 years. It provides specialized industrial cleaning services, safe and ethical waste removal solutions, and industry-leading products. The company serves the needs of manufacturers, municipalities, automotive repair facilities, and body shops across the province.

The Need for CRM

O.S.S. Environmental has four main operating entities that work together to ensure business success: sales, operations, admin, and executive. Every month, the departments meet for status updates and to evaluate key metrics. Prior to implementing Luxor CRM, the company faced a couple of challenges in making the meetings efficient and meaningful.



One major challenge was trying to communicate to operations and upper management what was going on at a macro level without going into too much detail. Another problem was finding a way to properly measure key performance indicators. Bob Braid, Sales Manager at O.S.S. explains, “We knew what we wanted to accomplish, but lacked a suitable system to measure the performance results.” Key metrics that the O.S.S. team needed to track and evaluate included: cold calls, sales, activities generated that did not involve a visit, B2B quotes, and in person meetings. The sales team needed a way to track different sales activities both for departmental assessments and for inter-departmental reporting. They required at-a-glance reporting functions to give insights into the sales funnel; to assess performance of individual reps; to see when activity was up, down, static; and to determine what was important in the sales process.

The Solution: Luxor CRM

Having worked with Luxor CRM in his previous role as the Ontario sales manager of a different organization, Braid was familiar with the capabilities of the application and knew it would address the challenges facing O.S.S. He had researched and explored other CRM systems, but found Luxor to be the most attractive due to its unmatched flexibility and ability for customization. It was also a safe choice because there was no contractual obligation. Users pay a monthly license to use the application, and are able to cancel at any time.

Luxor’s business model of no-contracts has proven to be very beneficial for customers. To keep customers satisfied and loyal, Luxor must constantly provide the highest level of customer services and personalized attention. Sold as a web-based product, Luxor can be accessed anytime and anywhere with an Internet connection. The amount of customization possible is unmatched by any other CRM application, and it can be tailored to suit any sales process. With an intuitive and user-friendly interface that allows for multi-tasking ability, Luxor CRM is easily implemented and begins delivering value almost immediately.

Improved Internal Communications

The implementation of Luxor CRM at O.S.S. took two weeks; total training time was 16 hours and posed little disruption to daily operations. Braid estimates it took approximately three months for the positive effects of the system to become evident. Luxor CRM allowed real-time visibility into pipelines, provided status reports, and made it much easier to pull up important information when it was necessary.

As both a dedicated user and a manager, Braid sees a lot of merit from both ends. “Implementing Luxor CRM garnered a lot of respect for the sales department,” says Braid. “Meeting preparation times dropped dramatically and the information provided at those meetings was meaningful – communications between our core operating entities was drastically improved. The other departments could see how we’re doing, what we’re doing, when it would be delivered.”