

## CUSTOMER CASE STUDY

# Neenah Inc. Streamlines the Customer Experience With SugarCloud

As a leading global manufacturer of fine paper and packaging materials, Neenah sells directly to corporate customers in more than 80 countries. Its clientele includes many of the world's most successful blue-chip companies, and numerous industries rely on the company for its high-performance products and technologies.

In fact, there aren't many industries that haven't been touched by the manufacturer's premium products. Healthcare institutions depend on its specialty medical packaging paper to keep medical devices sterile, educators use its bright-colored cardstock to promote learning, retailers turn to its high-quality paper to create enticing gifts...and the list goes on to include technical products such as tape and filtration paper. From passports to fine chocolate packaging, the manufacturer's technical and paper business units have touched millions of customers around the world.

With so many superior products and processes, it would be easy to assume that the manufacturer's outreach strategies have always been supported by a strong customer experience (CX) system. In reality, identifying the best CX solution to support Neenah's unique needs took some time to get right.



**Industry** ///

Manufacturing

**Location** ///

Alpharetta, GA

**Website** ///

[www.neenahpaper.com](http://www.neenahpaper.com)

## The Story

For many years, Neenah used Salesforce to manage the customer experience. But as time went by, it became clear that this particular system was not the best fit for the company's users. "We struggled with adoption, and with our sales force only using the system as a glorified Rolodex," says Sales Manager LaRon Wilder. "Our marketing team didn't have any input or interaction with Salesforce, so it made it tough to utilize that system as more than a record tracker."

The team decided it was time for a change, and set out in search of a better solution. "The biggest challenge we needed to overcome was getting all of our teams in one place," explains Wilder.

The team considered several vendors including Microsoft Dynamics 365, Oracle CRM, Cloze, and Base CRM—all while consulting a list of specific needs ranging from revenue tracking and reliable forecasting to mobile and offline capabilities.

In addition, Neenah was looking specifically for a cloud-based solution that would allow the team to interact seamlessly with customer data, no matter where they work or which devices they use.

"Historically, our sales reps travel frequently and often need to make updates on the go," explains Wilder. "We needed a system they could update from anywhere, without having to be connected."

After a six-month vetting process, Neenah landed on Sugar as the ideal platform to help move the business forward. "Sugar was able to check all the boxes along with a friendly, easy-to-use interface," Wilder says.

The company now uses Sugar Hint to eliminate time-consuming research and manual data entry, as well Sugar Market to automate email campaigns and align sales and marketing efforts. "The key highlights that stuck out were the ease of use, the marketing capabilities that go beyond the scope of other CRM systems, and the level of support that comes standard from Sugar's technical team," says Wilder.

Neenah's sales reps use a wide range of Sugar Sell features, including daily use of the Contacts, Accounts, Opportunities, and Revenue Line Item modules. On the marketing side, the team uses Sugar Market as the sole hub for communicating with the company's 80,000 customers. "Sugar Market has allowed us to increase our digital engagement with customers," Wilder says.

Most notably, SugarCloud, powered by Amazon Web Services, has given Neenah the flexibility teams need to continue mission-critical activities from any location and device. "Sugar provides us with all of the premium features we need, without the premium price tag."

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**—LARON WILDER**  
Sales Manager



## The Results

Today, Neenah uses Sugar extensively and considers it a key component of success. Specifically, the CX system has greatly simplified the team's ability to distribute and vet new prospects. "Our leads process used to be challenging but has been greatly improved with the use of Sugar," Wilder says. "The system is easy for our sales reps to use and update from mobile devices."

Neenah has been able to not only fine-tune its customer contact list, but also segment targets by specific categories and stay connected with customers through various Sugar Market features. Those initiatives were especially groundbreaking during a time of transition, when the global COVID-19 pandemic led to numerous shifts and changes in the customer experience landscape.

"Sugar Sell and Sugar Market allowed us to keep business moving in the midst of uncertainty," Wilder says of the experience. "Although 2020 was a rollercoaster year, it really allowed us to take advantage of our internal systems, contacts, and marketing capabilities."

Armed with Sugar Market's campaign features, the team was able to send emails at scale and maintain meaningful connections with key targets. "Being able to analyze email campaign results allowed our sales team to formulate direct and concise follow up—and generate activity that would have been forgone," Wilder says.

Looking ahead, Wilder expects Sugar's ongoing enhancements to benefit multiple stakeholders at Neenah. "I can see Sugar playing a larger role in our international markets with some of our vendor partners," he says.

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## About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit [www.sugarcrm.com](http://www.sugarcrm.com) or follow [@SugarCRM](https://twitter.com/SugarCRM).