

Why Dosatron International, LLC. Made congruentX Their Partner of Choice

Supporting IT and the Business

Highlights of Customer Challenge

- Addressing Preparedness & Recovery
- Supporting service and support challenges
- Building a roadmap for CRM success

Solution Highlights

- Subscription-based support
- On-demand technical guidance
- Extending Functionality and effectiveness of CRM



Client Details

- Distributor of Dosatron water-powered, non-electric chemical injectors
- Headquartered in Clearwater, FL
- Serving North and Central America

Dosatron International is a wholesale distribution company for chemical injection equipment with broad industry applications primarily in agricultural segments, as well as animal health and food sanitation, production, and processing. Dosatron also serves the carwash industry and water treatment applications in the residential market. The company is the original inventor of the water-powered dosing pump. Since the first Dosatron was manufactured in 1974, Dosatron has grown to be the world leader in water-powered dosing technology. Today, the company manufactures and sells a wide variety of chemical injectors in over 100 countries worldwide. Their customer base is an audience of people with diverse needs and skill sets who can be end users or distributors of Dosatron.

The Business Challenge

Dosatron's initial journey with Dynamics 365 began with a partner that limited the company's IT team's access to their cloud environment. The company moved to the cloud to address direct risks to their on-premise systems in an area of Florida prone to major hurricanes and storms. However, the migration to the cloud under their previous partnership restricted their access to features and functionality the company needed to stay technically nimble. To make matters worse, their previous partner made new changes to CRM a difficult endeavor that required a lot of red-tape and administrative overhead.

Pam Temko, Dosatron's CEO, shares that from the first call with congruentX they knew "the exact issues that I was facing." She adds that today her company has the assurance that the congruentX team is there as an



"Extension of our own internal IT... able to deal with claims or fill in when IT guy is out. I have a whole team of people that know my environment really well that I can lean on as an extension to our internal team."

Talking about the new approach of working on the cloud with congruentX and the Pulse subscription approach Ms Temko notes,

"We like the flexibility of having our own environment, control of our own information, and then having congruentX be this extended arm of a very small IT department so they can actually take a vacation. congruentX brings us that extra level of security."

The congruentX Pulse subscription goes beyond systems support. It is a resource that ensures companies stay ahead of the curve with CRM technology and the growth of the business.

"congruentX also brings to us a roadmap for planning future development. If we have certain support or service programs coming out, they help guide us to where we should go and what we should do. I really like that the congruentX team's CRM expertise and that they understand that being a wholesale distribution company our business is very much a sales-focused organization and that as such CRM is a really important tool."

The Results

Access to CRM expertise and teams

CongruentX helped Dosatron to achieve its goals by:

01

Serving as a trusted advisor & partner

congruentX has been a trusted partner throughout the implementation of CRM and systems changes that improve user adoption and industry needs.

02

Supporting CRM

congruentX serves in multiple roles to augment the IT team and ensure there are no interruptions to business-critical processes.

03

Providing leverage through the Subscription model

congruentX adds continues value by addressing the growth and evolution of Dosatron as needed through the Pulse subscription model.

Dosatron has been on Microsoft CRM for a while. They rely on their CRM platform daily and extensively to manage customer records, contact information, pricing, and everything related to customers. CRM impacts almost every single person in the organization daily. CRM at Dosatron is mission critical. As Ms. Temko describes it:

“With the volume of customers, we have and the different types of customers we serve it is just unimaginable to not have a CRM tool. It is a key operational tool for our business.”

Best Practices Used

congruentX employed the following best practices when working with Dosatron:

01

Provided expertise in the use and management of its CRM system

02

Solved problems and reduced complexities in the system

03

Supported transition of CRM systems and implementation of projects

04

Implemented a subscription model to augment internal teams

05

Improved the client platform to drive and improve user adoption

We help companies align marketing, sales, and service with IT for better business results. Our goal is to Get CRM Right so our clients can better serve their customers. We do this by focusing on people not resources, clients not just projects and outcomes not hours.

Connect Today