



## EAGLE'S FLIGHT™

### Solution Overview

**INDUSTRY**  
Training

**SCENARIO**  
With explosive company growth, concerns were raised about maintaining and improving customer service and lead management.

**COMPANY PROFILE**  
Eagle's Flight develops and delivers experiential training programs for the global business community.

**SOLUTION**  
With the short implementation time at multiple locations, Eagle's Flight was able to quickly see the benefits of Great Plains Siebel Front Office CRM software, including a complete view of the customer allowing higher customer satisfaction, improved overall lead tracking, integration across the system and improved sales cycles.

**SOFTWARE USED**

Microsoft Great Plains Siebel Front Office Sales Advanced Automation Advanced Sales Campaigns Siebel Tools	Collections Management Inventory Control General Ledger FRx Professional Crystal Reports Professional eView
Microsoft Great Plains Dynamics Sales Order Processing with Advanced Invoicing Invoicing Receivables Management Payables Management	Multicurrency Management Dynamics Modifier Integration Manager

# Eagle's Flight

*A world leader in the development and delivery of experiential training programs for the global business community, Eagle's Flight has faced a number of challenges as its successes grew. Implementing Great Plains Siebel Front Office as its customer relationship management solution has helped Eagle's Flight evolve its own business systems to meet new demands, allowing them to support their growth and improve customer services.*

The vision of an eagle soaring in flight conjures up thoughts of leadership, courage and vision—all qualities that Eagle's Flight seeks to instill in its clients. Eagle's Flight was recently placed in the position of having to evaluate its own strengths and needs.

### About Eagle's Flight

Since 1988, more than 250,000 people from leading edge multinationals and corporations of all sizes have learned from the principles taught in Eagle's Flight programs. This fast-growing company has faced a number of challenges as its successes grew, not the least of which was keeping up its own business systems to meet new demands.

"We work with our clients to help them improve both individual and company performance," explains Phil Geldart, CEO of Eagle's Flight. "We realized very quickly that in order to give our clients the very best of Eagle's Flight, we needed to improve our systems to support our growth and to improve our customer services."



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***Phil Geldart***  
***CEO***

## ***Company’s highly mobile workforce has many demands***

The first priority was to find a system that would keep up with the demands of the company’s highly mobile workforce. “About half of our organization operates remotely,” said Geldart.

Eagle’s Flight needed the ability to share client and sales data in real-time, and to let users easily synchronize to the company’s database. A full CRM package was required to meet their needs.

## ***Great Plains Siebel Front Office fulfills the criteria***

The situation at Eagle’s Flight clearly called for a CRM system which would give the company expanded abilities to manage their customer relationships.

“We were already working with contact management software. But as we grew, we reached the limits of its functionality. Making sure that everyone in our organization had the most up-to-date client information had become an obstacle. We also needed something that would do more than just fix our data-sharing problem. We wanted a more flexible product that would allow us to improve our sales cycle time and the success of carrying qualified leads through that cycle,” said Geldart.

In addition to meeting the above criteria, Great Plains Siebel Front Office was chosen because it enabled Eagle’s Flight to create highly organized marketing campaigns that could be tracked easily and evaluated in terms of how well they generated new leads.

## ***Solution benefits***

Identifying CRM as a mission-critical business system, Eagle’s Flight needed to look closely at all of the contenders in the CRM marketplace. The company, after careful consideration, decided to implement Great Plains Siebel Front Office.

## ***Integration to existing system saves retooling***

Already a Microsoft Great Plains Dynamics back office client, Eagle’s Flight welcomed a product that would

easily integrate into their existing systems. As Geldart points out, “Introducing a new system into a business brings with it some upheaval, even with the best implementation. With our workforce spread over a number of locations, training and support alone would prove a challenge. With Great Plains Siebel Front Office, we could introduce a single new piece of software that completely integrated with what we were already familiar with, saving us from having to retool all of our systems.”

### ***Process completed in just four months—from planning to going live***

With its Microsoft Great Plains consulting firm, TGO Consulting Inc., Eagle’s Flight set out to implement Great Plains Siebel Front Office. The process lasted four months, from planning to going live. “The first and most important step in preparing Eagle’s Flight was in assessing their CRM readiness,” explains George Braun, President of TGO Consulting. “Successful CRM implementations must start with understanding how this business system aligns with the vision and goals of the business in question. This is a question of ‘cultural readiness.’ The process also depends heavily on assigning ownership to the executive team, and having them be proactive in sponsoring and supporting this new tool.”

### ***Final touches create a perfect fit***

The next step was to decide how to integrate Great Plains Siebel Front Office into Eagle’s Flight’s processes. The implementation team made changes to Great Plains Siebel Front Office, focusing on the Contact and Opportunity Management modules. “This is a system that can certainly be set up out-of-the-box,” continues Braun. “Due to the nature of their business, it was decided some customizations needed to be made to make the system a perfect fit for Eagle’s Flight.” The implementation was then carried out at Eagle’s Flight’s ten separate locations, with Eagle’s Flight employees performing the software installation under TGO’s supervision.

- Remote Team now has access to the critical information they need.
- Integration with existing Microsoft Great Plains financial system—Dynamics.
- Improved information flow and collaboration between team members.

**For every business  
problem there is a  
Microsoft Great Plains  
Business Solution.**

- Future plans to leverage CRM to deliver high customer service.
- Lead management and marketing campaign management systems have improved significantly.