

Icon Identity Solutions: Customer Portal achieves high customer service levels

Icon Identity Solutions is more than a sign manufacturer. Today Icon provides a full range of brand application planning and implementation services. What was once viewed as a simple sign job became a project, a collection of signs; projects have in turn evolved into programs, collections of projects.

Since its inception 70 years ago, Icon has experienced rapid growth and has evolved into a full service facility branding company. Its customer portfolio includes several of the largest global companies. Today, the company operates from six locations across the U.S.

Customers want to know more

Each of Icon's facility branding projects span hundreds of locations distributed across the globe. With such large scale projects, Icon's customers wanted to know the latest information on the progress of each of the locations and the overall status of their projects. They wanted to be more actively involved in the design and control of the projects. They also demanded better service levels and capability to order additional products and services. However, with several project managers spread all over the globe, the process was not very efficient.

Portal comes into play

Enterprise portal provided the answer. The application provides a common, integrated starting point for access to all the project data: including statuses, files, images and products. The portal derives its information directly from the ERP system so the latest information is available on the portal.

Using the portal, customers are able to access information in a secure and personalized view. Each customer can only access their own information and each user at a customer can access only information based on their rights.

The portal allows customers to access detailed project information including work completed, work in progress, and financial information. This information can be accessed as a summary for all locations in a project or for each individual location. The system permits drill-down into details and allows information to be dynamically filtered and sorted.

The customers are thrilled with the capability to define their own reports in a format they like and also save these reports for future use. Using this feature, information is available in a personalized manner for each user. The customer can download this information into Excel worksheet for offline use.

Also, the portal enables customers to submit new orders and service requests online. These orders are downloaded into the ERP system in real time and as orders are processed the updated statuses are available through the portal.

The application also links into a document management system where customers can review design and other artwork for a location and provide feedback on the designs. The portal seamlessly enables a user to have complete view of all project information in real time.

"With the portal we are light years ahead of our competition", says Warren Sharer, Director of IT. "Not only does the portal increase our customer service levels, it also provides us with an important marketing tool. We can go out to our customers and offer them access to the real time projects updates as one of our additional competitive services".

Key Benefits

- Efficient customer service
- On-line ordering
- Increased service level

CUSTOMER

Icon Identity Solutions, Inc.

CORPORATE PROFILE

Headquarters

Elk Grove Village, IL

Type of Business

Sign and Facility Branding

Number of Employees

200

Annual Revenue

\$ 100+ Million

SYSTEM PROFILE

Environment

Windows 2000 Server

Windows Workstations

Users: 100

Business Areas

- Online Order Entry
- Project Management
- Customer Portal
- Customer Service

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