



Case Study

Manufacturing

How manufacturer CIMCO implemented Zoho CRM to boost sales 20% and improve "every metric, everywhere"

TOROMONT

CIMCO

www.cimcorefrigeration.com

About Toromont CIMCO

CIMCO Refrigeration was founded in 1913 and has been a division of Toromont since 1969. The company manufactures highly customized end-to-end thermal solutions for commercial and industrial sites from design through to installation and service, with a particular focus on sustainability and eco-consciousness. With 1,200 employees across 30 offices in Canada and the US, this industry pioneer is now the largest refrigeration contractor in North America.

Solution summary

Silos had developed between the regional sales offices at CIMCO, with no consistently applied processes or overall visibility for central management. Implementing Zoho CRM brought alignment across teams and enabled data-driven process improvements, boosting sales, opportunities, employee retention, and customer experience not only in sales, but throughout the company.



We see Zoho as part of our team, because we feel that it was a key part of our growth journey as an organization.



David Fauser,
Director of Sales, Toromont CIMCO

20% boost to sales

175 sales execs and managers

\$3B+ in projects this decade

The Challenge

CIMCO lacked central strategic planning, especially for its sales teams. Each branch was operating individually with its own processes, resulting in poor overall visibility, difficulty onboarding new employees, and unclear reporting on core sales metrics. When David Fauser was promoted to Head of Sales, he was determined to unify the regional teams and their systems. Despite the clear inefficiency, he encountered significant resistance to change among longer-standing employees.



Zoho CRM makes our sales team more efficient by allowing them to focus on what's most important, which is being side-by-side with our customers and bringing value to their operations.

Fauser had implemented ACT! CRM in the Ontario region but felt that its inefficiencies and server syncing issues might prevent it from effectively scaling across all regional offices. He considered several CRMs, but most did not offer enough customization, or only at a price that wouldn't result in good ROI.

Their ideal CRM platform could:

- 1** Align and standardize disparate sales processes to enable development of a unified market strategy.
- 2** Centralize data across teams and offer robust reporting functionality for process improvement, KPI tracking, employee evaluation and coaching, and greater visibility between regions.
- 3** Smooth buy-in and onboarding through a good end-user experience, automation of manual processes, and streamlined workflows.
- 4** Offer enough flexibility and customization to accommodate all of CIMCO's sales pipelines and their highly complex quoting process for custom cooling solutions.

The Solution

The consultant who had set up the ACT! system suggested implementing Zoho CRM augmented with extra functionality where needed for their manufacturing-specific sales processes, through custom low-code Zoho Creator apps. This fully-customized solution was quoted at a small fraction of the cost to implement Salesforce, and Fauser was unable to identify any extra value offered by the latter.

Centralizing data in CRM and streamlining processes through automation enabled CIMCO to greatly improve efficiency and production, giving the sales team more time to spend on revenue-driving activities and relationship-building interactions.

Solution highlights:

- ✓ Standardized sales processes were configured into the CRM to enforce compliance and help employees adapt to new workflows.
- ✓ Newly centralized data fed an array of reports to track KPIs and sales patterns in more depth. Insights were leveraged to address employees' skill gaps through targeted coaching.
- ✓ Automations increased efficiency and reduced manual workloads, while tight integrations helped reduce friction and encourage adoption.
- ✓ A custom-built estimator tool built in Creator to integrate into CRM's Deals module streamlined the complex quoting process.

“It has been rewarding to see our team members grow and become empowered by what Zoho brings us. It's great to be a part of a winning team.”

Benefits and ROI

Adopting Zoho CRM has benefited CIMCO beyond the increased visibility and alignment Fauser hoped for, largely enabled by centralizing their sales data. He's seen employee retention and the overall sales culture improve as management leveraged data insights into more grounded employee recognition. Managers also began offering clear, actionable steps to improve KPIs. Customer experience was boosted through increased efficiency, more consistency across territories, and better data informing solution design and recommendations.

Since deploying Zoho CRM, Toromont has seen a double-digit percentage growth in sales, a 25–30% increase in sales pipeline activities, and a 66% increase in opportunities in the project business segment. Moving to an automatic funnel revealed millions of dollars in stalled deals still worth pursuing.

25–30% increase in
pipeline activity

66% increase in
opportunities

20% increase in
sales

“Sales have gone up 20% since starting to use Zoho, but beyond that, employees learn faster and stay longer, and leads are responding better to our sales approach.”

Zoho offers a suite of intelligent enterprise business software, including an award-winning CRM suite, the industry's only comprehensive analytics and BI platform, and a powerful low-code development ecosystem.

Contact us to learn what Zoho can do for your organization.

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