



TKC Holdings

Food Service | Product Delivery

Salesforce CRM

Who They Are

TKC Holdings, the parent company for Trinity Services Group, Keefe Group, and Courtesy Products, is **one of the nation's leading suppliers of food and personal care products, electronics, clothing, technology, telecommunications, and software solutions to the corrections, hospitality, and hotel industries.** Through acquisition and expansion, TKC Holdings continues to offer more products and services.

Solution

Like most companies on the brink of a digital transformation, TKC realized this was their moment to gain hold over the wealth of data they held at their fingertips. With different products and services being offered to similar clients, TKC wanted to provide insight to its teams to help cross-sell and up-sell to aid in their expansion. Prior to the migration to Salesforce, TKC's different divisions were using a variety of CRM tools (including MS Dynamics CRM) that were not sharing critical information. With the challenge of how to **provide a 360-degree view of their customers**, TKC looked to Tokara Solutions to **open their accessibility of data and streamline its flow amongst their different divisions.** To support this broad reach across the company's groups, Tokara and TKC decided to employ Salesforce with confidence that its system could handle the multi-level sales platform they had dreamed of.

Ensuring that TKC Holdings' vision was met, Tokara established **Vision Workshops. These workshops promoted both groups to identify an overall corporate strategy for sales, the best processes to meet the company's strategy and goals, and determine how CRM could best facilitate these processes.**

Success Story

With Tokara's guidance, TKC was transitioned from MS Dynamics CRM and other CRM tools to Salesforce across the organization. This **equipped TKC's team with dashboards, maps, individual reports, and all the information needed to access new opportunities within industries and businesses they were already involved with.** Additionally, this provided TKC with knowledge of contract expirations, gaps in products/services offered, and competitor agreements/expiration ensuring that no opportunity was wasted. With new lines of business becoming accessible to the team, growth became a natural occurrence at TKC. As their business grew, so did their relationship with Tokara. When the time came, Tokara was able to further implement Salesforce enhancements into TKC's business processes. Tokara's flexibility and experience proved to be able to take on whatever TKC wished.

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They just 'got' us—they understood where we were, where we wanted to go, and took us there without imposing their own agenda in any way.

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Mark Nadler, VP of Corporate Information Technology