

# Supporting Your Growth With the Right Tools



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*- Bill Dowd, President,  
Humane Wildlife Control*

Humane Wildlife Control, the largest urban wildlife company in Canada, specializes in the humane removal of wildlife from residential and commercial buildings. In the last 20 years, HWC has grown from a one-man operation to dispatching more than 25 remote field workers across Ontario & Quebec. To support the company's rapid growth, replacing an aging scheduling and customer tracking system was crucial to increasing sales and managing the time of the technicians on the road.

Bill Dowd, President of HWC turned to Integrated Business Intelligence Corporation, a Second Foundation company, to recommend a solution to address inefficient use of technicians' time. Often his team would arrive at customer sites without the right information, and rather than wait for updates from Head Office, would re-examine the entire site, costing the company time and money.

To address the company's scheduling and tracking challenges, the team at Second Foundation recommended implementing Microsoft Dynamics CRM "Our staff bought into the new CRM system 120 per cent – it's amazing," says Dowd. "They now have the ability to check leads and opportunities from anywhere at any time. My employees have actually told me they love this software, which is a first.

Microsoft Dynamics CRM provides HWC with powerful, detailed and up-to-the minute customer information that wasn't easily accessible, or even tracked, with the company's previous system. "Centralizing our customer information through CRM has allowed me to keep my finger on the pulse of my business and stay one step ahead of my competitors," states Dowd.

When you need to integrate your sales, service, and financial accounting systems, just call Second Foundation.



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