

Scotts Miracle-Gro Company

Astute's CRM helps world's largest lawn and garden brand tackle the tough turf—and grow loyalty



The Challenge

A new solution, multiple integration points, and a strict implementation deadline

Following a brand acquisition, the world's largest marketer of branded consumer products for lawn and garden care inherited a legacy database system that was not the best fit, and decided to search for a new engagement solution. Scotts Miracle-Gro was leaning toward selecting Siebel (now Oracle), but after making a connection and seeing a product demo at the nation's leading event for consumer affairs professionals, Astute Solutions won the opportunity. The software needed to deliver deeper customer engagement to help the consumer affairs team drive brand loyalty, along with the scalability to match the seasonal nature of the industry. Multiple integration points was also a must, including their SAP system that generated "where to buy" store and dealer location tools and data from accounts payable, sales and manufacturers, and more. And they needed the implementation fast—in the ground and ready to go before their busy season.

The Solution

"In the case" communication plants the seed for easier customer engagement

The solution for Scotts' integration and technology needs was ePowerCenter™, Astute's single-point-of-contact CRM engagement platform. Scotts Miracle-Gro selected Astute because the configurable software connects all of their agents with "in the case" communications for easier customer engagement, issue identification, routing, and resolution. User- and product-based rules provide immediate pop-up notifications with product information to the consumer affairs team, to maintain quality standards and ensure accurate responses.

ePowerCenter's robust, user-friendly reporting capabilities allow for easier capture of all customer contact information and "voice of customer" feedback. The threshold reports provide two-way communication with manufacturers on repeat product issues or consumer "goodwill" abuse, and the information is integrated into Scotts' Business Warehouse for Tableau, which captures and reports on all issues—from praise to plant damage, risk to incident—to populate executive dashboards throughout the company and maintain EPA instance reporting and full compliance.



Astute ePowerCenter™

Customer Engagement CRM

Our CRM software shortens training time, shows a unified customer view, and provides everything agents need to improve loyalty in a single, integrated interface.

"Our consumer affairs team serves nearly all of our departments as the single point of contact for customers, from product to field. The ability to access historical data and collect current information maintains EPA compliance and allows all of our teams to analyze feedback and view trends for continuous quality improvement."

– Lisa Taubler, Consumer Affairs Director



The Results

A scalable solution to empower agents leads to a perennial partnership

Due to the nature of lawn and garden care, ePowerCenter best accommodates Scotts' seasonal growth, allowing the consumer affairs team to scale their agents—from 30 to 140, depending on the time of the year—with easier training.

ePowerCenter saves Scotts time and resources by providing them with easy access to all product information. This ease of access also empowers consumer affairs agents with the tools they need to help drive customer loyalty by focusing on the complex, immediate needs of the consumer, handling 600,000 cases annually.

The flexibility and integration capabilities of the system allow smoother brand acquisition and product additions. ePowerCenter's dynamic field configuration tools enable the Scotts consumer affairs team to make changes to the system without requiring an expensive and complicated IT support process.

Additionally, the team is seeing faster quality control in identifying "complaints per million" metrics, thanks to the CRM's reporting function that Scotts uses to guide consumer affairs, quality, and supply chain.

"Our seasonal nature was one of the reasons why we selected ePowerCenter. There is so much information that agents need to access to best serve our customers, and we just don't have the time or resources to train on all of that information on a seasonal basis. We needed a system that would be both easy to train on and allow access to all of our product information."

– Lisa Taubler, Consumer Affairs Director



As the world's largest marketer of branded consumer products for lawn and garden care, Scotts Miracle-Gro brands are among the most recognized in the industry. In the U.S., the company's Scotts, Miracle-Gro, and Ortho brands are market-leading in their categories, as is the consumer Roundup brand, which is marketed near worldwide by Scotts and owned by Monsanto.