# Case Study

Network Steel | Steel Manufacturing | Sign | Books | Creator

## THE CHALLENGE

Network Steel was dealing with a tangle of disparate systems that didn't talk to each other. Paperwork piled up across the office, with invoices waiting to be entered and paper job sheets that were often water damaged or went missing altogether. Financial reporting was painfully slow, taking anywhere from days to weeks to complete. Meanwhile, management had no visibility into sales team activity, and every staff member lost 10 minutes just logging into the on-premises server to begin their work.

## THE SOLUTION

As Network Steel continued to grow, their manual processes couldn't keep pace. We worked closely with the team to explore digital transformation, helping them assess the cost-to-benefit ratio and identify high-impact improvements. We introduced customer portals and a CRM to streamline workflows, equipped the sales team with a mobile-accessible system to improve note-taking and accelerate the sales cycle, and built an RFI portal that sped up job proposals and cleared revenue bottlenecks. To support accounts, we implemented credit checks for leads, reducing client defaults, ultimately enabling the business to scale from 70 to 120 staff in just six months.

> Relevate guided us from uncertainty to clarity, starting with a CRM and building an RFI portal that saved hours of back-and-forth and dramatically sped up project delivery.
>
> - Ryan Minogue | General Manager

# THE OUTCOME

The digital transformation empowered Network Steel to replace outdated, manual systems with streamlined, automated workflows, dramatically improving speed, accuracy, and visibility across every part of the business. Sales reps could now capture better data on the go, proposals were submitted faster through the new RFI portal, and customer interactions became more consistent and trackable. The accounts team experienced major time savings with automated credit checks and structured follow-up processes, reducing the risk of defaults and improving cash flow.

Managers finally had real-time visibility into sales activity and operational performance, allowing for more confident, data-driven decisions. Staff no longer wasted time battling slow server logins or missing paperwork, and overall productivity saw a significant lift. With scalable systems in place and friction removed from key processes, Network Steel was able to grow from 70 to 120 employees in just six months, laying a solid foundation for continued success.
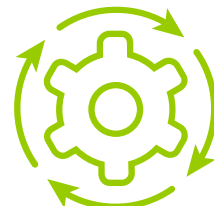
**Customised CRM Setup**

**User Training**
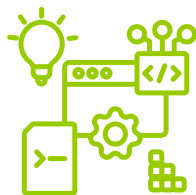
**Business Workflow Automations**

**RFI Portal Build**

**Real-Time Reporting**

**Operational Scalability**

This project showcases how Relevate supported Network Steel's digital transformation by replacing outdated, manual systems with a customised Zoho CRM solution. The team streamlined sales, proposal, and credit processes, introduced mobile access, and built automation into daily workflows, boosting efficiency and visibility across departments. Relevate successfully delivered a scalable solution that enabled rapid team growth and long-term operational impact.