

# CRM Case Study: RC Fine Foods

## C2CRM Manufacturing CRM



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Gary Cohen  
Principal, RC Fine Foods

### RC Foods Selects C2CRM Over Other CRM Vendors

"We had several compelling reasons for selecting C2CRM; the most relevant was to manage new sales opportunities and keep track of samples, orders, and invoices as they are processed," said Gary Cohen, Principal for RC Fine Foods. "One of the biggest features we have added is tracking how long it has been since a customer has ordered so we can reach out to customers who are outside of their normal order cycle to maintain consistent sales and contact with customers. With C2CRM, our reps have complete access to the sample request process which allows them to track and follow up on these requests with customers and prospects in the proper timeframe."

C2CRM was designed to help companies like RC Fine Foods increase organizational efficiency, strengthen customer loyalty, and improve business processes and marketing effectiveness. Accessible to everyone in the organization via its cloud-based solution and mobile application, C2CRM offers instant access to critical customer and prospect information that enables users to maximize their opportunities and increase customer satisfaction.

"C2CRM continues to outperform competing CRM applications by leveraging its open architecture to deliver a flexible, customized, customer facing system," said Mickey Patton, President of Clear C2, Inc. "C2CRM integrates well with a company's existing systems and data for a total front-office, back-office solution."

#### RC Fine Foods Inc.

RC Fine Foods is a specialty foods manufacturer working with their customer partners to create and supply the products they need. They use the finest ingredients in over 200 products, including soup bases, sauce & gravy mixes, dressing mixes, and dessert mixes to meet the demands of low & reduced sodium, gluten-free, Vegan, Kosher, and Halal diets.

RC Fine Foods is certified as a Women's Business Enterprise and complies with minority purchase programs. Their products are supported with recipe ideas and a direct sales group.

Find more information at [www.rcfinefoods.com](http://www.rcfinefoods.com) or contact our team at 1.800.526.3953 or [sales@rcfinefoods.com](mailto:sales@rcfinefoods.com).