



# Customer Success: Optical Gaging Products

**Founded: 1945**

**Industry: Manufacturing**

**HQ: Rochester, NY**

**Solutions: Salesforce &  
OneOffice Duet360™ Enterprise  
for Infor CSI**

**Partners Since: 2018**

*“The real value proposition for our team is that now, customer service doesn’t need two engagements for every transaction. From a customer satisfaction standpoint, we’re able to address issues, questions, or whatever comes up in that process to keep that customer satisfied and coming back to us for their service, maintenance, and sales needs.”*

**Bob Scheidt,  
President**

## A Worldwide Leader in Manufacturing Technology

Founded in 1945, Optical Gaging Products (OGP®), a division of Quality Vision International (QVI®) has become a world leader in optical, mechanical, electronic, and software technologies for optical and multisensor 3D dimensional measurement systems.

With operations ranging from manufacturing, sales, testing, and services, clear communication between these functions and the company’s global distribution partners is critical to OGP’s success—in particular to the service arm of the business, Quality Vision Services (QVS™).

## Engineering Visibility Between Product and Services

Bob Scheidt, President of Quality Vision Service (QVS) and Board member and Vice President of Quality Vision International (QVI), noticed early into his tenure with the global service organization that there existed a few major communication challenges.

Having previously run manufacturing operations for OGP prior to managing QVS, Scheidt intimately understood both the manufacturing and the service needs of the business. The main challenge facing QVS was the lack of visibility between the service organization in the Field and engineering and manufacturing operations in the Factory.

While OGP was using Salesforce for lead management functionality with great success, QVS had its own separate service ticket system both of which relied on manually sourcing help requests.

There wasn’t a common platform where the channel partners service organization and the OGP sales organization could collaborate or view a complete customer profile. The teams were out of sync causing customer satisfaction issues with no way to view status, open service tickets, or view the service history of a particular machine.

## Salesforce Recommends Endowance’s OneOffice Duet360™

Searching for a way to give existing OGP distribution channel partners visibility to the entire sales and service lifecycle of each product(s) eventually led Scheidt to meet with Salesforce’s Toronto based team. Hearing the specific needs of QVS, Salesforce recommended Endowance Solution’s OneOffice Duet360 solution. Endowance is a market leader integrating Salesforce with ERP back office solutions. After a short needs assessment, the functionality was demonstrated to be a fit for QVS’ specific requirements.

OneOffice Duet360 allowed QVS' service team the necessary visibility to understand each distributor query request end-to-end, in addition to placing order themselves on behalf of customers. The integration allowed front and back office systems to remain in sync while reducing the effort to communicate directly with the service or manufacturing teams to fill in the specific details of each order.

"Our distributors, who previously lacked visibility to a customer's business problem, no longer have to call us first before placing the order. Supported by the Endowance Duet360 integration, they can look up the parts needed to service machines in their territories. Then the order can be placed for those parts without coming to us for quotes and check order status."

The integration between Salesforce and QVS' own data systems allowed a significant reduction in time spent on the service side, meaning Scheidt could focus his team on growing the business and increasing customer satisfaction.

*"Our QVS objective is to provide our sales and service channels all the information they require at their fingertips to meet the needs of our end users. OneOffice Duet360 is core to that objective."*

**Bob Scheidt,**  
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## **Relationships in a Changing Global Landscape**

In a year with the global economic disruption caused by the novel coronavirus, interrupted supply chains, and a now largely distributed international workforce—the ability to quickly adapt to change has become paramount to both the survival and future success of thousands of services and manufacturing oriented businesses.

Today, tens of thousands of systems are in use by manufacturers in over 75 countries to measure and inspect their products for quality and process control. With communication more critical than ever, QVS has made the strategic decision to deploy OneOffice Duet360 solution as the standard solution for all of its distributor networks worldwide.

Whether a service team is onsite, on premise, or now offsite, the OGP team is working with Endowance to standardize a software solution that matches the unique needs of all its distribution partners, customers, and service organizations around the globe. Paramount to this partnership is mutual trust and a prioritized understanding of long-term business goals, even with a changing global landscape.

In Scheidt's words, "Our QVS objective is to provide our sales and service channels all the information they require at their fingertips to meet the needs of our end users. OneOffice Duet360 is core to that objective. You know tools come and go, but relationships with people like the Endowance team will survive the test of time."