

FIMM increases productivity by 50 per cent with Sage CRM



Customer
FIMM

Industry
Industrial solutions

Location
France

Solution
Sage CRM

Background story

FIMM is an industrial solutions company who provide detergents used during the ultrasonic cleaning process of industrial parts. Ultrasonic cleaning is an industrial cleaning method for parts or molds. As a subsidiary of one of the world leaders in the design and manufacture of ultrasonic cleaning machines, FIMM provides a double service to industries that have integrated this technology as part of their business processes:

- the supply of detergents dedicated to ultrasonic cleaning,
- the implementation of the cleaning process and monitoring of equipment for customers of its parent company (FISA) in France, Belgium, Switzerland and Germany, through its subsidiary FIMM GMBH.

FIMM makes the difference with an environmentally friendly range of products, a technical proximity which includes laboratory testing services and immediate availability of its products through a tight network of markets via a network of logistics partners.

The need for a CRM solution arose in early 2012 with the expansion of the mobile sales team.

Christine Marques, Head of Back Office at FIMM said, "Our brief was simple: we needed a solution that could track prospects, compile and organize information and create reports."

The Sage CRM demonstration by our partner Sage confirmed our interest in the proposed solution but also made us

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Christine Marques
Head of Back Office
FIMM

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Challenge

FIMM needed better visibility across the whole business. It needed a solution where all employees could share critical business information and that would integrate with its existing Sage accounting solutions.

Solution

Being a loyal customer of Sage accounting and business solutions for many years, Sage CRM was an obvious choice for FIMM.

Results

With the implementation of Sage CRM, FIMM can now keep track of its sales process and team which has had a positive effect on overall sales. It now has better visibility across the whole business which has improved overall efficiency.

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Christine Marques
Head of Back Office
FIMM

reluctant at first. Was it too sophisticated for the size of our company? We finally chose Sage CRM because of the confidence we had in its compatibility with our Sage Business Management solutions. And we have not regretted it!”

A unique use of the tool

Christine Marques who oversees sales administration, purchasing, accounting and the computing system at FIMM describes the benefits of an integrated ERP and CRM solution.

“With Sage 100, we support real-time order processing, inventory updating and the subsequent restocking of our platforms, and delivery tracking. Specifically, when an order is received, we integrate it into the software that then issues a delivery order form”. Thus, business management focuses on product flow. “This is a business productivity tool, guaranteeing both quality of service for our customers and improved efficiency for FIMM. On the other side, the CRM tool is dedicated to sales development, that is to say, targeting, qualification and the conversion of accounts that are not yet customers.”

Results speak for themselves

“In our particular case, Sage 100 CRM has helped increase sales because we now have the ability to update prospect records and report on customer visits. Furthermore, the collaboration of our business processes benefits the whole team, because all sales contacts, visits, exchanges by telephone or email are conducted by everyone within the team, resulting in an updated, real-time prospect record,” explains Marques.

Further to this, he describes the software as being a memory for the whole business “Our software is our memory: we chart all phone contacts and all emails, which are now easy to access.” The company has also used Sage CRM as the exclusive tool for the creation of commercial proposals. The interface with the products/prices database allows FIMM to edit proposals in real time from a template for maximum responsiveness to each customer request. And if the tender is concluded, business management can take over, without re-entering information, with just a single click, they

can send information from Sage CRM.

“Sage CRM also carries us through the statistical processing of trade events.” Marques explains. “For example, the analysis of tenders won are sorted according to criteria we set in CRM. This helps us to better target our actions and to better formulate proposals. Instantly accessible to all, full details of contacts and prospects, the security data and of course the history of the relationship are all recorded. This has been a huge advantage over our previous paper practices.” With just a click, information is extracted from Sage CRM based on geographic areas or industries meaning FIMM can target a prospect based on their specific needs. Marques explains the benefit of this saying, “This is of course an advantage for sending mailings – our mailings are now better targeted around certain products.”

A team on the road

Sage CRM has allowed the sales team to be much more cohesive, an important factor when over half the team are often on the road. “Sage CRM allows us to share real-time business information in a standardized format and with parameters which we defined. A few months ago, the introduction of our new sales assistant was greatly facilitated by the clarity and traceability of our practices,” says Marques. “Collaboration and coordination were fundamental benefits gained by the team with the implementation of Sage CRM. We now have a digital tool which has become an asset for rigor and sharing!”

“We chose Sage CRM for compatibility with our Sage Business Management solution, initially reluctant and feeling like we were purchasing an Airbus but after two years of experience, we have perfectly mastered the Airbus and we are now certain it is the tool we needed. The best indicator is the 50% productivity gain: we process over one and a half more leads than before with the same number of personnel.”

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

