

Gâches Chimie moves its salesforce into the future with Sage CRM



GACHES CHIMIE

Customer

Gâches Chimie

Industry

Distribution & Logistics

Location

France

Solution

Sage CRM

Background story

From its stronghold in South-West France, Gâches Chimie is the leader in its field of the distribution and logistics of chemicals throughout France. This family owned business has provided distribution and logistics services to the chemical industry, since 1948. It ensures off-site storage solutions for its contract customers who are usually large equipment manufacturing companies working in the aeronautic or transport sectors. It also provides in-stock products for all industrial sectors, such as composites, silicones, sheet products for construction, supplies for dry cleaners, and additives for water treatment.

Established in Toulouse, Gâches Chimie has gradually expanded its national territorial coverage so that today it is able to rely on a network of a dozen agencies in France and a sales force of seventy-five people that together address the technical requirements of customers and prospects. The ability to quickly deliver anywhere with its own logistics fleet is its long-standing competitive advantage.

‘What we have now with our CRM tool is a collective and shared memory’

Olivier Soulier
Director of Computing Services
Gâches Chimie

Challenge

With branches distributed throughout the country and a sales force that is constantly on the move, the company needed a one-stop system to share business information.

Solution

Sage CRM enables Gâches Chimie salesforce to access important customer data from anywhere which was a deciding factor due to its mobile workforce.

Results

Gâches Chimie now has full visibility of its commercial chain and repeated contracts. Its also now has real-time access to a collective and shared database where important customer information is retained.

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Olivier Soulier, Director of Computing Services at Gâches Chimie was responsible for finding a new CRM solution that would suit the needs of the growing business and increasingly mobile sales force. “While I was responsible for production management for an aeronautical equipment manufacturer, I was also charged with finding a solution to improve the logistics of chemical raw materials which were then stored on the site,” Olivier Soulier says.

A carefully considered choice

“Upon my arrival I inherited CRM problems that had been identified in the company since 2003. We looked at two options; option one, developing our own solution or option two, purchasing software, option two was what was finally acquired.”

Having subjected the existing packages to a screening, Olivier Soulier further explored six other CRM solutions using a selection matrix to arrive at a short list of two. He explained that they eventually decided on Sage CRM because it enables the company’s salesforce to access important customer data from anywhere. Additionally satisfied with the price agreement of the transaction, Gâches Chimie officially announced in favor of Sage CRM in early 2013.

Deciding on the right Business Partner was an easier decision for Olivier Soulier. He had worked with a company called Inforsud Diffusion during the migration of Sage accounting software a few months previously.

A unified deployment

The success of the project rested on the adoption of the software by the sales force. Olivier Soulier wanted to achieve this through close collaboration with the commercial entities of each respective business. The challenge of course was that the majority of the sales force were as he called them “nomads”, in other terms, always on the move.

This first challenge of ensuring adoption of the software, critical for a mobile sales force, was overcome by providing smartphones to the sales team. This meant they could get access to vital information from anywhere at any time, even when out of coverage.

The implementation of Sage CRM began in January 2014 and went on until May, extending from one activity to another. Olivier Soulier praises the work

of the Sage CRM Business Partner. “The work of Inforsud Diffusion, in charge of installing the software on the workstations and training the users, has been exemplary thanks to the stability of the project team. Led by an especially dedicated manager, we completed the customizations and deployment in record time.”

Benefits welcomed by all

As with many companies whose business is largely based on a mobile sales force, the challenge of maintaining a customer relationship when someone leaves or is unavailable is crucial.

“Leaving exclusive knowledge of a client to individual sales representatives is a danger for the company, even with a low staff turnover like ours.” “What we have now with our CRM tool is a collective and shared memory”, notes Soulier. Thanks to Sage CRM, Gâches Chimie now has instant access and a sharing pool to key customer information.

Olivier Soulier describes the other more obvious advantages of Sage CRM, such as “identifying potential opportunities, prospecting activities, implementing coordinated sales initiatives and managing major accounts.”

The Gâches Chimie suppliers are also happy with this new level of information. Olivier Soulier said, “we have had a very positive response from our suppliers, with whom we have an exclusive rapport. They are interested in the market vision and competitive position that we are now able to give them.”

Olivier Soulier finishes by saying, “Another surprising benefit for us, specific to Sage CRM, is the ability to respond quickly to new requirements and requests. This visibility of the commercial chain and repeated contracts, has proved invaluable to us.”

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.

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