

Hardy Roux enhances the performance of its sales force with Sage CRM



Customer

Hardy Roux

Industry

Manufacturing

Location

France

Solution

Sage CRM

A family firm founded in France in the 1960s, Hardy Roux manufactures and distributes kitchens and bathrooms under the brand names 'Hardy Inside' and 'Cuisines à Vivre'.

These products are marketed through a network of 300 independent distributors and concessionaries, as well as four stores in its own name. The company, whose annual turnover is €16 million, obtains 10 percent of its business from export to England and Belgium.

"To market our offering, we have a sales force composed of five sales people on each brand in France, three salesmen in England and one salesman in Belgium, headed up by two sales managers," says Rémy Roux, Industrial Director and Director of IT in Hardy Roux.

"Optimizing this team's performance would require the implementation of a solution that could structure and organize their efforts. As regards our international business, its ability to respond to multi-site, multi-lingual and multi-currency constraints would also be essential. Sage CRM turned out to be perfectly up to the task."

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Rémy Roux,
Industrial Director and Director of IT
Hardy Roux

Challenge

Hardy Roux needed a CRM solution that would allow them to centralize and analyze business information in order to better structure and optimize their sales force activity.

Solution

Thanks to its full web technology, Sage CRM allows Hardy Roux sales staff to connect to the software wherever, whenever and the intuitiveness and ease of use of this solution made it an obvious choice to support their business goals.

Results

The solution was adapted to meet the company's specific business management challenges and international management capabilities. The software Interfaces with the existing IT system and gives the sales team access to real-time data, as well as allowing the sales manages to follow business activity more accurately through Sage CRM's reporting tools.

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IT migration had become necessary

Given the volume of its customer portfolio and their geographical distribution, both in France and abroad, Hardy Roux possesses a huge amount of sales information. Until 2006, identifying customers, logging their history or even reporting on business visits was done manually. “In order to optimally manage these different procedures and improve our responsiveness, we needed a solution that would allow us to centralize information from our field sales staff, in France or abroad, to trace them, classify them, then analyze them,” says Rémy Roux. “We were also looking for a solution for managing product samples. In addition to its functionality, which corresponded exactly to our needs, Sage CRM also met our expectations in terms of technology.” Thanks to its full web technology, Sage CRM allow Hardy Roux sales staff to connect to the software wherever they are, using a laptop or a GSM or 3G mobile phone. “And finally, the intuitiveness and ease of use of this solution also reassured us in our choice.”

Somaintel, a Sage partner who is always at our side “Once our final choice had been defined, Sage guided us to its partner, Somaintel, who have never wavered in being there for us,” continues Rémy Roux. “We entrusted this integrator with adapting the Sage solution to our specific internal needs, such as our business management process and the preparation of sales visits.” Somaintel also handled the integration of Sage CRM into Hardy Roux’s IT system.

“Sage CRM interfaces with all our management tools, and our sales team now have real-time information on their customers, as well as about the customers’ operational area. In turn, sales managers can now follow Hardy Roux’s business activity more accurately, thanks to the fact that information is now centralized and gathered effectively. Finally, the rich graph and dashboard functionality gives us visibility into our business and in particular on the performance of our various outlets.”

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

