

WMF Spain automates critical processes to deliver superior customer service with Sage CRM



Customer

WMF Spain

Industry

Manufacturing

Location

Spain

Solution

Sage CRM

WMF Spain is the Spanish arm of the German kitchen, utensil and coffee machine manufacturer WMF. Established in 1966, WMF provides homes, restaurants and hotels with a wide range of products from cutlery and kitchen utensils to cookware and coffee machines.

Challenge

WMF Group is committed to a corporate strategy of providing customers with an extraordinary customer experience. In keeping with this strategy, In keeping with this strategy, WMF Spain realized it needed to implement a CRM solution that would enable it to better manage their existing customer base and to coordinate promotional activities and communications to prospects and customers.

The company worked with Gestion y Tecnicas de Marketing (GTM) to identify possible CRM providers that would meet the company's needs. They analysed a number of providers but ruled out most solutions due to the complexity of the installation and because of the large number of financial and human resources required to get the implementation off the ground. The company chose Sage CRM as it was quick and easy to deploy and it would deliver real, demonstrable business benefits to WMF Spain.

Challenge

WMF Spain realized it needed a CRM solution that would enable it to implement a corporate strategy based on the continual improvement of customer service and allow it to focus on more targeted and personalized marketing campaigns.

Solution

Sage CRM was chosen as the CRM solution for WMF Spain and integrated with its existing ERP solution.

Results

With Sage CRM, WMF Spain has improved the management of its 1,600 coffee machine customers allowing it to better manage rental agreements and warranties.

Installation

WMF Spain helped GTM to customize the solution to suit its needs and integrate it with its existing corporate ERP system. The company soon saw the benefits of front-to-back-office integration.

With Sage CRM, WMF have benefited from a 360 degree view of their customers. Installation of Sage CRM has enabled better follow-up with their 1,600 existing customers of automated coffee machines throughout Spain.

“Sage CRM has enabled us to better manage the renting and warranties of machines. We can also track and co-ordinate support for incidents and subsequent follow-ups with an average of about 200 interventions per month from about 50 customers.” explained, Miguel Angel Pastor, Head of IT in WMF Spain.

Organizing the Sales Team

Sage CRM has been extremely important for the sales team. It has empowered them with all the information that they require to target potential customers and has automated the sales process so they are better equipped for their daily tasks.

“Sage CRM has enabled us to effectively segment our database according to different criteria; breaking data into segments that can be processed later for commercial, promotional and account management actions. It is the ease and speed of managing all this information that allow us to manage prospect marketing and account management with greater precision and carry out better tracking of activity afterwards,” said Pastor.

Benefits

Sage CRM has not only streamlined the sales process and empowered the sales team with the information they need to sell more effectively, but it has also enabled them to connect to Sage CRM so they can access vital customer information while they are on the road.

Sage CRM is built on a web architecture platform, and it provides connections from the three branches of WMF in Barcelona, Palma de Mallorca and Las Palmas de Gran Canaria. Integrity of the access is made possible with the secure log-on features through the Sage CRM server.

Integration with Microsoft Outlook and the company's ERP solution has also served as a huge benefit to WMF Spain. Providing the sales users with a complete diary solution with daily, weekly and monthly views increases efficiency, punctuality and convenience for the sales team. WMF Spain also run e-mail, calendars and contacts through Microsoft Outlook and all interactions are automatically synchronized with Sage CRM, meaning that contacts, tasks and appointments are automatically updated in both systems. This synchronization of information fosters organizational transparency within the business and enhances the quality and retention of information available to the user.

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

