

Gruppo Camozzi: “Once tried, there’s no turning back”

When it comes to innovation and optimization, the Camozzi Group - a leader in industrial automation, life sciences, transport machine tools, textile machinery and raw materials processing - is an impressive example. With more than 3,000 employees worldwide and over 300 sales, marketing, and events professionals, the company recently transformed its approach to lead management by implementing a new digital tool.

Michèle Noirot, Marketing Specialist at Camozzi Group, tells us how the implementation of [snapADDY VisitReport](#) has revolutionized lead management and streamlined business processes related to trade shows.



Camozzi Automation trade show stand at SPS Italia 2024

The search for “an alternative solution to optimize time and costs”

Participating in more than 40 trade shows and events each year requires flawless management of acquired contacts, especially in the case of Camozzi, which collects an average of more than 100 leads per event. However, the manual process of collecting and entering data into CRM was a significant obstacle.



"We were relying – at best – on the use of custom applications to manage the leads collected at the show, but they did not solve the problem of manual entry into our CRM; therefore, we needed an alternative solution to optimize time and costs."

Michèle Noirot, Marketing Specialist at Camozzi Group

Especially at shows where a lead management application was not offered, manual contact capture had some critical issues, including

- “Frequent human error,
- Difficulty deciphering colleagues’ handwriting,
- and, most importantly, the need to manually enter data into the CRM,” explains Noirot.

These issues made the data collection process less smooth and time-consuming. The Camozzi Group therefore needed a more modern and automated approach, in line with the strategy of a company “focused on optimizing all its processes”, adds Michèle Noirot.

The discovery of snapADDY VisitReport and the drastic reduction of management time

The turning point came with the discovery of snapADDY VisitReport, an innovative tool that integrates directly with the company’s CRM (C4C - SAP) and automates the export of data collected at trade shows, and which some of Camozzi Group’s customers and suppliers “were already using with great satisfaction,” says Michèle Noirot.

“The added value that convinced us to try snapADDY VisitReport was its ability to interface directly with our CRM, exporting data automatically and with a duplicate check,” Noirot points out. In fact, the duplicate check is one of VisitReport’s most appreciated [features](#).

Today, more than 112 marketing and sales users use VisitReport to collect leads at trade shows, corporate events and B2B meetings. The successful implementation was supported by in-house training, which, together with the software’s intuitive design, ensured rapid employee adoption.

From skepticism to enthusiasm: how VisitReport immediately impressed users

The implementation of the tool was facilitated by the collaboration between the snapADDY team and the company’s IT department: “The excellent experience and availability of the snapADDY team made it possible to optimize the implementation schedule,” says Noirot.

The implementation of VisitReport has been a positive turning point for the employees of the Camozzi Group. The initial skepticism of some users has been overcome thanks to the

growing familiarity with the tool's potential. Michèle Noirot admits that some users were initially skeptical about the idea of implementing the new tool, mainly due to a lack of familiarity with its use. "However, as users became more familiar with its potential, the reluctance gave way to a positive evaluation. Now, once tried, there is no turning back," says Michèle Noirot.

The results of the "tool that speeds up all processes"

The implementation of VisitReport has radically changed the business processes for managing leads collected at trade shows and events.



"The tool makes it possible to speed up all the processes: before, it could take up to weeks to manage and update the CRM; now, within a few days after the show, the CRM is up to date and the sales force can take all the necessary follow-up actions."

Michèle Noirot, Marketing Specialist at Camozzi Group

In addition to speed, VisitReport has helped the Camozzi Group increase the [quality of CRM data](#). As Noirot pointed out, data is crucial for monitoring opportunities, analyzing performance and providing better customer service. For the Camozzi Group, having excellent data quality is essential, and the VisitReport application has proven to be a valuable tool in this regard as well. As Noirot notes, VisitReport provides the ability to track leads at any time, allowing the CRM to be constantly enriched in a streamlined and smooth way.



"In conclusion, it can be said that the tool has enormously accelerated the lead capture process and significantly improved data quality."

Michèle Noirot, Marketing Specialist at Camozzi Group

We would like to thank the Camozzi Group and Michèle Noirot for the time and commitment they have invested in this Success Story.