

## Wieland Electric: Cooperate regionally, act globally

November 10, 2017

### Wieland Electric relies on innovative tools from snapADDY

Wieland Electric, a family business in Upper Franconia and active worldwide, "where tradition and innovation go hand in hand," decided to start using snapADDY's intelligent software to record, research contact data and create reports on trade show visits. That is the reason why they established a cooperation with snapADDY GmbH, bearing in mind that the company's highest priority is the long-term business relationship with its customers.

This medium-sized electronics company, located in Bamberg, Germany, celebrated its 100th anniversary in 2010 and is one of the pioneers in electrical connection technology. The internationally oriented, family-owned company is a leader in the field of plug-in technology for intelligent buildings, and the Wieland Group already has more than 2,200 employees on all continents.

Since the company's foundation, the focus of its product range has been to offer secure electrical connections. Additionally, Wieland attaches equal importance to good interpersonal relations - both with customers and within the company.

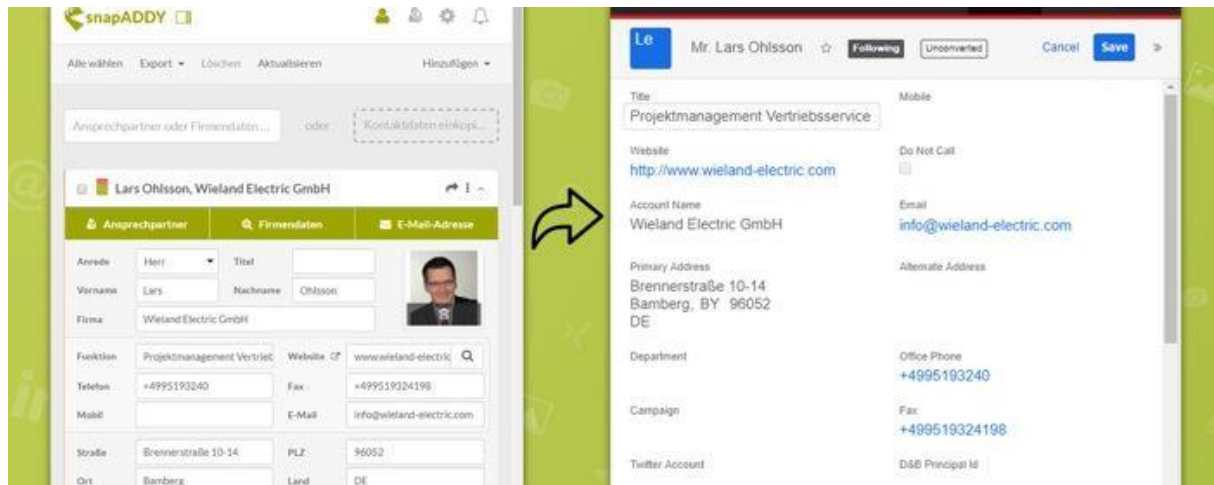


*Wieland Electric headquarters in Bamberg, Germany*

### An efficient tool for lead processing is the be-all and end-all in sales

There have been no continuous processes for managing leads at Wieland Electric so far. Contact data was entered into the CRM system sporadically and manually, without effective lead generation and follow-up. In particular, typing business card data after attending trade shows and having business meetings was very laborious, time-consuming, and error-prone.

The CRM consulting company ISC IT&Software Consultants from Nuremberg, Germany, supports Wieland Electric in the implementation of its SugarCRM. Therefore, they suggested the sales project manager, Lars Ohlsson of Wieland Electric, to test the snapADDY business card scanner, considering that it offers direct integration with SugarCRM.



*The data of the snapADDY Grabber are transferred directly to the corresponding fields in SugarCRM*

The results were evident instantly. The functions of the snapADDY Card Scanner were immediately convincing as it can be easily installed on mobile devices, scan business cards, and transfer the data directly into the CRM system via an interface. Furthermore, it is possible to complete the extracted data with additional information taken from business social networks like LinkedIn and Xing or the imprint on the company website. These are then transferred either to Outlook or the corresponding fields in the CRM system employing an automatic duplicate check. For this purpose, the developers of snapADDY took over the mapping between the two systems and added two further individual fields.

“With the fast implementation of snapADDY in SugarCRM, we were able to provide a great added value to the sales staff of our customer Wieland Electric. The strong cooperation with snapADDY has improved our processes quickly and effectively,” says Jörg Madloch, Managing Director of ISC IT&Software Consultants.

## Successful implementation of the snapADDY sales tool

Thanks to this successful implementation, which is now actively used by 160 users from the areas of sales, marketing, development, and product management, Wieland Electric GmbH decided to start using the snapADDY VisitReport for its trade fair attendance.

The Wieland Group attends more than 30 trade fairs each year where they fill out up to 700

questionnaires per fair. Here is where the snapADDY VisitReport comes in to record the visit reports and create the data (company, contact, and show report) in SugarCRM using Samsung tablets.

*"We are very satisfied with the results of snapADDY, as the software works easily, effectively, and dynamically. The snapADDY team has offered us agile and efficient support whenever we have required specific adjustments in our system. We have not had to invest time in typing and we absolutely see the added value it has given us by eliminating these activities, reducing typing errors, and speeding up the processes."*



**Frank Wabner**, Head of IT SAP Sales Services at Wieland Electric

## The future looks bright for marketing and sales processes at Wieland Electric

In the future, Wieland Electric's sales and marketing departments plan to integrate snapADDY directly into online marketing, as lead generation is automatic and much easier. The use of the snapADDY VisitReport at all Global Player corporate exhibitions guarantees the highest level of professionalism.

The lead management process at Wieland Electric has not yet been fully defined, but with the implementation of snapADDY, it is being done efficiently to make better use of resources and generate top quality data in the future. Wieland Electric can certainly rely on digitalization with the cooperation of ISC IT&Software Consultants as the consultant and CRM executor responsible for the project and snapADDY as a young and innovative company that specifically adapts its development to the customer's specific wishes. Once again, snapADDY's mission to facilitate the daily work of marketing and sales with its tools has been successfully implemented, just as it has with its more than 500 current customers.



*Exhibition stand of Wieland-Holding 2017*