

# BÜFA

## How BÜFA Is Transforming Sales with VoiceLine

BÜFA demonstrates how AI can reshape sales operations: with VoiceLine, every customer interaction is instantly converted into structured data, delivering 400% more reports and nearly 50% time savings on admin work. Within just 15 weeks, VoiceLine achieved 100% adoption and set the foundation for data-driven, predictive sales steering.

### About BÜFA

The BÜFA Group is a long-standing family-owned company in the chemical industry, headquartered in Oldenburg. Since 1883, BÜFA has been developing and selling innovative, environmentally conscious products across Chemicals, Cleaning, and Composites. BÜFA stands for future-ready solutions that connect economic success with social responsibility. Sustainability is not just a claim — it's a core pillar of the company's strategy.

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### Initial Situation and Challenges

Like many established players in the chemical sector, BÜFA is facing structural challenges: markets are saturated and heavily regulated, revenues are stagnating, and fixed costs are rising. At the same time, regulatory and environmental trends require a transformation of the business model. The traditional core business with chemical products is under pressure, and new business fields need to be built.

In this transition phase, it became essential to use all available sales resources as effectively as possible. Every customer interaction needed to be turned into action quickly — before it got lost in day-to-day operations.

### **The Problem**

The field sales team couldn't integrate documentation consistently into their daily routines. Reports were irregular, often delayed, and the data required for targeted follow-up was incomplete or reached the organization too late.

## **Introducing VoiceLine**

Since February 2025, BÜFA's Distribution Germany/Switzerland unit has been using VoiceLine — the AI assistant for field sales teams. VoiceLine was seamlessly integrated into BÜFA's Microsoft Dynamics CRM.

With VoiceLine, field reps can capture visit reports, tasks, and even new opportunities via voice input — quickly, structured, and from anywhere. The system automatically generates clean, structured data; recognizes technical terms, contacts, products, and market signals; and instantly routes tasks to the back office. The back office receives high-quality information and can plan and process tasks efficiently within the daily workflow.

### **Features Used at BÜFA:**

- Aa Accurate transcription of technical terms and proper nouns
- ✂️ Generation of visit reports and tasks from natural speech
- 🗣️ Voice assistance to document and hand over key information
- 📄 Creation and assignment of sales opportunities via speech
- 📇 Contact creation through business card scanning + voice annotation
- 📊 VoiceLine Analytics for sales steering and market insights

## Results After 15 Weeks

**+400%**

more visit reports compared  
to the previous year

**46%**

time savings on  
administrative work after  
customer visits

- **92%** of reports and tasks handed over to CRM or colleagues **on the same day**
- **336** automatically detected market trends
- **100% adoption rate** across all sales colleagues
- Every documented visit leads, on average, to at least one task for the back office — with significantly higher quality and transparency.

## What the Sales Team Says

“If I had to take VoiceLine away from the team, we could shut down the CRM altogether. No one wants to go back. We now use the VoiceLine Analytics



dashboard for weekly sales steering. We see the pain points instantly. It's like actually reading every single report."

**Tim Kröger**  
Head of Sales



"Reports are fast and accurate. VoiceLine makes my work so much easier."

**Kai Fröhlich**  
Sales



"Top support from VoiceLine. I'm very satisfied."

**Michael Mangold**  
Sales



"The risk of forgetting tasks has dropped massively. I send everything immediately after the meeting with VoiceLine."

**Michael Pundt**  
Sales

## Outlook

After the successful deployment in a central sales unit, BÜFA is now discussing a group-wide rollout. In parallel, the VoiceLine AI continues to be trained to identify cross-selling opportunities across business units. This will allow field reps to report sales opportunities that benefit not just their own BU, but the entire organization — making collaboration across teams simple and efficient.

With VoiceLine, BÜFA has not only elevated sales documentation to a new level, but also taken the first step toward data-driven, predictive sales steering — efficient, scalable, and embraced enthusiastically by employees.

## More Case Studies



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