

Collonil Salzenbrodt GmbH & Co.KG, Berlin

Perfect Customer Care with FuM CRM Suite

Collonil from Berlin has been the cause of countless shined shoes for almost 100 years. Shoe care products under the Collonil brand name, as well-known then as they are now, are produced at the Berlin production sites. Collonil Salzenbrodt GmbH & Co KG regards close contact with customers and well-known shoe manufacturers as one of the secrets of its lasting success, in addition to product quality and high technology potential.

The Berlin company planned to introduce a CRM system rapidly to make important customer care easier for the office staff and external sales force. A requirement for this was the integration of Geac Enterprise Solutions Deutschland GmbH into the existing ERP solution. FRITZ&MACZIOL were given the tender with a coherent concept, which convinced on the one hand due to its offered offline capability and simple use, and, on the other, promised additional advantages thanks to FRITZ & MACZIOL and Geac's close cooperation since 2004. A complete everything-from-one-hand solution was implemented with the F&M CRM Suite on the basis of Lotus Notes/Lotus Domino 6.5.x. Via defined and implemented interfaces, the Geac ERP system provides the CRM application with master and variable data updated daily, such as the newest products, new clients, or turnover and sales.

With this comprehensive data from head office, the external sales force can give qualified information on the status of an order more quickly, or discuss turnover development with their clients. The first stage of the project started in October 2005 with an individual solution for the sales force, which supported their work with Palm OS, IBM Thinkpads and Symbol Palm PDAs with scanners.

In this manner, the external sales team can concentrate on what they can do and what they would like to do: selling high-quality products qualitatively to clients. The internal team in contrast, profit from fast order processing, lower error rates, an increased flow rate and improved documentation of customer activities. Satisfied with the progress, those in charge draw an initial conclusion: »An IT project has never been so quick and easy«, according to the Project Manager and the Head of Sales adds: »The best IT project that we've ever had«.

Information

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