

## BJB GmbH & Co. KG

### CASE STUDY

#### Industry

Electronics: Supplier for Light and Appliance industry.

#### Avolin Solution

Saratoga CRM

#### Challenges

- Need for a single structured solution for all customer and prospect data
- Provision of data access to all CRM users
- Ability to include sales functionality
- Limitations on marketing's campaign tool
- Loss of customer information
- Need for more control to react quicker to the market

#### Key Benefits

- Clear and intuitive interface
- Standardised processes
- MS Outlook integration
- WordExcelGenerator: 360° reports

### About the Company

With 500 employees in Arnsberg, 700 employees worldwide and a turnover of €90m in 2015, BJB is a market leaders for LED lighting and connection technology, lighting solutions for the domestic appliance industry, and in the automation field for assembly, wiring and testing stations. BJB has been associated with lighting technology for approximately 150 years, initially by manufacturing components for oil lamps and, since the beginning of the 20th century, by providing the electrical connection between the power source and the lamp.

Equipped with this knowledge, the company has continuously developed new, user-friendly lamp holder systems, terminal blocks, switches and LED components up to the present day for markets throughout the world. The company's motto: "We provide Technology for Light".

### The Initial Challenges

Before implementing Saratoga CRM, the company was facing many challenges. The main issue was the absence of a standardised and single system to store customer and prospect data. This prevented the data from being accessible to all users, ultimately blocking their seamless customer experience. The company was also lacking a tool for sales control and marketing campaigns, and they were not able to access detailed analyses of opportunities, or prospects. The consequences were huge for BJB: loss of information, slow reaction to changing market conditions, and a lot of work had to be done to keep up to date with current customer needs and situations.

## **A Solution to Face the Challenges**

The decision to implement a CRM solution was made in 2006. The company decided to do a preliminary analysis of expected benefits before deciding on a system. BJB was expecting a solution that would be able to provide one central database for all important data on customers, prospects, contacts and a 360° view of their customer information. The company was looking for an easy-to-use solution, with a bidirectional interface to and from MS Outlook, as well as an integration to their existing Document Management system (eDOCS DM from OPENTEXT). There was also a need for multiple client versions: LAN client, remote client, Blackberry and, later, iPad. BJB also mentioned the need for a tool capable of creating quotes and activity reports such as visit reports, internal tasks and project evolution charts.

## **Choosing Saratoga CRM**

Saratoga CRM was facing other competitors in the shortlist but the look & feel of the solution as well as its ability to integrate with MS Outlook made all the difference. The partnership between BJB and Saratoga CRM began on March 2007 and the company started implementing the solution with 110 licences to begin with. The project was supported by the partner Oh22, who was recommended by the Saratoga CRM team. Working with a local partner was very important for BJB and they felt that the partnership was a successful one. Over the years, the solution has expanded within the company and was implemented in several subsidiaries around the world including the USA, Italy, China and Japan. In 2011, BJB decided to implement Saratoga's WordExcelGenerator in order to improve the solution even more and make the users' day to day tasks easier through easy merge functionalities from the system to Excel, Word or PDF formats. The Saratoga iPad App was implemented at BJB in 2013.

Once the solution was ready to go, BJB, with the help of the Saratoga CRM team, organised training groups for the employees to help them adapt to the solution. User adoption was also helped by BJB gathering ideas directly from users for the solution and fitting these ideas into Saratoga CRM. This helped the users feel like they are an active and valuable part of the improvement and development of the product and which will in turn improve their own working practices.

## **Convincing Results**

BJB salutes the benefits the solution brought to the company, especially the WordExcelGenerator which made it possible to generate a real 360° report and is a significant improvement on the process of preparing a customer visit. In the past, depending on the customer and its size, a visit preparation took about 20 minutes to 2-3 hours to collect all the necessary data. This is now done within just a few minutes. The business processes have been highly simplified, for example the whole process of creating a quote from start to finish as well as any follow up actions can all be done directly within Saratoga CRM, reducing the need for separate system access and manual, time consuming work for the sales team. Saratoga CRM has made the day to day tasks of the sales teams much easier (site visit preparation and reports, 360° reports, follow-ups, quote creation). The processes have been standardised, the tool is easy to use, and BJB appreciates the quick and professional support from Avolin if they have any questions or when something is not quite right.

## **Looking Ahead**

The main stages of the project are now completed but BJB is looking forward to using the new Web Client and its compatibility with iOS and Android. The future goal is to have only one client for all devices and environments, which will make the administration processes easier and allow for continuous improvement.

BJB is convinced that the solution will help them to reach their future goals thanks to the excellent database and efficient tool for new sales strategies, and the supporting tool for future Marketing Automation, and all of these combined will help to turn leads into prospects and prospects into happy customers.

“Saratoga CRM provides an excellent database and efficient tool for new sales strategies. Saratoga’s WordExcelGenerator has made it possible to generate a real 360° report and is a significant improvement on the process of preparing for a customer visit.”

**Ingolf Böhmer**

IT and Organisation  
BJB GmbH & Co. KG

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The Avolin logo features the word "Avolin" in a bold, sans-serif font. The letter "A" is white, while the letters "v", "o", "l", "i", and "n" are purple. The letter "o" is a solid purple circle, while the other letters have a white outline.

Avolin provides critical software solutions to enterprises around the world, specializing in Customer Relationship Management, Knowledge Management, IT Support and Supply Chain Management. Over 1,400 customers in more than 50 countries use our portfolio of solutions to help them provide outstanding customer service, keep their day-to-day operations running smoothly and make intelligent decisions based on relevant and real-time data. Our customers are at the center of everything we do and our singular goal is to deliver the right solutions for their industry-specific workflows helping to keep them at the forefront of their industries. For more information, visit [www.avolin.com](http://www.avolin.com).