sugarcrm

Elmeq Chooses SugarCRM to Optimise its Processes and Improve Customer Experience

elmeq

Since its foundation in the mid-1980s, Elmeq S.L. has been dedicated to the distribution of industrial automation products in Spain. In 2008, under the name of Elmeq Motor, it reoriented its strategy to concentrate on the DC electric motor segment and be recognised as an expert in the field. Subsequently, from 2019, the firm added control electronics and power transmission systems to its range, offering only prestigious European and American brands. Since then, the company has been known as Elmeq Motion.

As a result of this strategy of concentrating in-house expertise on high-quality components and solutions for motion systems with DC motors, Elmeq begins to develop engineering, adaptation and assembly services for mechatronic assemblies.

Industry ///
Mechatronics Engineering

Location ///
Cornellà de Llobregat, Spain

Website ///
www.elmeq-motion.es

With the explosion of industry 4.0 and robotics, Elmeq takes advantage of the strong demand for DC motors – ideal for battery–powered applications – as well as "smart" motors that offer control and communications; the company manages to position itself as one of the national leaders in this segment, serving a range of sectors, such as pharmaceuticals, electromedicine, robotics, transport, power grids, defence or agriculture.

A Fast-growing Niche Market

Today, Elmeq is an SME with more than 400 customers. Many of its employees are engineers; they know the products inside out and understand the customers' needs. They can propose solutions based on standard products, as well as specific, tailor–made products, for example for automated guided vehicle (AGV) traction systems used in large logistics distribution warehouses, where the aim is to ensure continuous maintenance–free operation, low power consumption, ideal for battery operation and integrated control and communications electronics.

Additionally, Elmeq has its own assembly and adaptation lines. If needed, it can offer tailor–made solutions, as for example for automatic seed drills in the agricultural sector: here the company adapts the best available technology to ensure faultless operation, even in varying climatic and weather conditions.

Long Sales Cycles...

For Elmeq, consultancy is an integral part of the service it offers and the sales cycle can be long; the projects the company is involved with often take between 18 and 36 months (or more) from the development of the innovation idea to mass production. The customer journey requires monitoring; the coordination of the commercial and the technical teams is essential. In addition, the company manages projects in partnership with engineering companies seeking solutions for specific industries (e.g. pharmaceuticals), a fact that adds an additional layer of complexity to the handling of internal processes.

... That Need Close Monitoring

Elmeq just relied on an ERP system to record customer–related information; in spite of covering the technical side and the cost management, the system was unable to provide a clear view of customer history or ongoing actions.

This worked as a setback, both for synchronising departments and for being able to assess and measure customer satisfaction. As the productive capabilities of its employees had not been measured and quantified, the company was working below its potential and thus missing out on opportunities for additional growth.

Elmeq needed to optimise its internal processes in order to incorporate the relational part – crucial in business development – while improving the customer experience and learn from it. The company was looking for a broader digitalisation with a tool capable of providing a 360ºvision, so it decided to contact SugarCRM.

SugarCRM Provides Solutions

Having analysed the facts, the SugarCRM team proposes Sugar Serve, a highly adaptable and easy to implement platform that allows all the activities carried out around a client to be reflected in a central register.

The results did not take long: soon, the platform facilitates coordination between the different teams and reduces response times. Thanks to a real–time exchange of information with the technical department, the sales team knows what products it can offer at the beginning of the relationship and can propose services that go beyond the initial problem posed by the customer.

"With the SugarCRM platform we have doubled our conversion rate from leads to projects, clearly detecting the needs of our customers."

— **LUIS D.**
CEO and Managing Director, Elmeq S.L.

Sugar Sell, a tool designed to support the sales department, automatically captures customer information and identifies the leads with the greatest potential to generate a project. All projects are monitored using dashboards to display information on their origin, potential and strategic value, as well as their current status and their progress over time.

On an individual level, each project and each customer has a "tailor-made" dashboard, where the user can add additional stages as required and with total flexibility. In addition to optimising the internal customer journey, the monitoring also supports the fulfilment of the service agreements over the years of a product's life cycle.

"With the SugarCRM platform we have doubled our conversion rate from leads to projects, clearly detecting the needs of our customers" said Luis Díez, CEO and Managing Director of Elmeq S.L.

Optimal Customer Experience

Omni-channel communication with the customer creates a digital proximity: they have direct access to their sales representative's calendar to register an appointment online. In addition, the self-service portal allows users to solve the most common problems in a very short time. The improved customer experience – now measurable – generates a higher level of satisfaction.

Today, Elmeq has a platform that provides all the relevant information about its current and potential customers; its processes are automated and digitised. It is well positioned to spend more time attending people and to identify development opportunities, thanks to a broader and better understanding of its customers' needs; the tool is flexible, ideal for structuring its business and thus provide ongoing support for the future growth of the company.

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow **@SugarCRM**.