

## CUSTOMER CASE STUDY

# Marine Instruments Optimizes Customer Service with SugarCRM



Since its foundation in 2003, Marine Instruments' activities are centered on the development and the production of electronic equipment suited for the marine environment. With a focus on sustainable fishing and through continuous innovation, Marine Instruments has experienced steady growth over the years; today it is the world's leading manufacturer of tuna satellite buoys. Pursuing its strategy of diversification, the firm operates in over 30 countries and expands into other segments, e.g. aquaculture or security and defence. Marine Instruments is part of Grupoarbulu, a group of nine companies specialising in global marine technology solutions.

### Industry ///

Electronic equipment adapted to the marine environment | Manufacturing

### Location ///

Pontevedra, Spain

### Website ///

[marineinstruments.es](http://marineinstruments.es)

## A Track Record of Success...

Marine Instruments' R&D department arguably plays a central role in the company: it employs more than 40% of its workforce and has a budget well above the norm (8% of revenues). As a result, the company offers robust products with cutting-edge technology, such as the satellite buoy equipped with artificial intelligence to facilitate tuna fishing. Hence Marine Instruments' impressive track record, in spite of some significant internal operational barriers.

## ...Slowed by Poor Data Management

The main problem was customer data management: the company did not have the adequate tool and its business processes were far from agile as departments handled siloed information with different systems. Data could not be shared easily.

On the one hand, the customer service team did not dispose of the necessary information to categorise, prioritise and resolve requests, as incident management was carried out with the help of an isolated spreadsheet. On the other and, the sales department was not aware of pending incidents and requests, thus unable to spot possible synergies or potentially lucrative commercial opportunities.

Over time, the absence of a tool to centralize and share customer data internally had become an impediment to conduct business efficiently; the situation prevented the sales team from approaching existing customers with tailor-made offers and signing new framework contracts that would insure the continuation of the company's existing business.

To remedy the situation Marine Instruments contacted redk, a consultancy specialising in CRM solutions and long-term partner from SugarCRM. A multidisciplinary team analysed the work processes and familiarised itself with the company's operations. They quickly identified the challenges and recommended the establishment of a standardised and centralised procedure to streamline the interdepartmental flow of information. To this end, the consulting firm suggested implementing the SugarCRM solution.

"redk helped us design and define the customer lifecycle by implementing a solution based on SugarCRM that covered the defined processes and structured all the data involved" said Jorge Perez-Bouzada, Commercial Director at Marine Instruments.


## Taking Advantage of Synergies

Right from the start, SugarCRM convinces with a high degree of flexibility that responds precisely to the customer's needs. For Marine Instruments, this means that the implemented solution offers a centralised structure, transparency and real-time access to the existing customer portfolio to all parties involved.

**"redk helped us design and define the customer lifecycle by implementing a solution based on SugarCRM that covered the defined processes and structured all the data involved."**

**—JORGE P.**

Commercial Director, Marine Instruments



Today, the customer service and after-sales division can monitor the number of open cases at all times and has a real-time tracking tool at its disposal. Meanwhile, the sales team has access to all customer related information and is therefore prepared to adopt a proactive stance: pending support cases or requests can now be approached as business opportunities.

The tool significantly improves team coordination and thus paves the way to grow the business. The company has a better visibility of its daily activities and this leads to better decision making when it comes to medium/long-term planning.

As a result, Sugar Serve –the customer service platform– enables Marine Instruments to provide a service level on par with the legendary quality of its products. The platform is flexible and adaptable – the perfect tool to accompany the firm on its future growth path.



**redk**  
Get further, together

#### **SUGAR PARTNER**

At redk, we are determined to make your business successful. The first step in our approach to CRM is understanding and tailoring our solutions to your core business strategy and goals. Our ultimate goal is to perfectly align our technology with your business plan so you can achieve your goals.

[www.redk.net/tecnologias/sugarcrm](http://www.redk.net/tecnologias/sugarcrm) // [ventas@redk.net](mailto:ventas@redk.net)

---

## **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](http://www.sugarcrm.com) or follow [@SugarCRM](https://twitter.com/SugarCRM).