



## CUSTOMER CASE STUDY

# Enhancing the Customer Experience at GECO and Super General through Process Automation and Optimisation with Sugar Serve, SugarCRM's Service Solution



### About GECO and Super General

GECO is an exclusive distributor in the UAE for a range of consumer electronics and domestic appliances brands including Samsung, Westpoint, Akai, GLEM GAS and AUX. Part of the Albatha Retail & Home Products Group, GECO is supported by a state-of-the-art service and logistics network and operates a countrywide dealership network.

Super General is Albatha's 'own brand' established in the UAE in 1987. Super General boasts an extensive range of home appliances and electronics, using the latest in efficient technologies and industry leading quality control processes.

GECO and Super General share their service centres.

### Industry ///

Distribution and Retail

### Location ///

Dubai, UAE

### Website ///

[www.supergeneral.com](http://www.supergeneral.com)  
[www.gecouae.com](http://www.gecouae.com)

## Putting the customer first

With a reputation for delivering the widest range of home appliances and electronics on the market – from air conditioning units to washing machines – GECO and Super General are at the cutting edge of latest product development. Known for their exceptional customer support, the global brands are constantly looking for ways to enhance processes to ensure they can not only maintain but exceed their high standards and continue to improve the quality of life for customers and staff alike.

Field technicians play a huge role in the customer experience journey, putting a human face and voice to the companies. As such, it is imperative that those involved in field service management are not only armed with the right technical knowledge and skills to help customers but that they have access to the right information and insights to improve efficiencies and outcomes. At the same time customers deserve to be provided with timely information of the product under service.

Robert Pienkny, Digital Transformation Manager at GECO and Super General, explains some of the challenges which faced their service centres when it came to maintaining and growing customer satisfaction, and the drivers which led to the adoption of a new CRM solution.

“Consistent growth in market share coupled with an increasing number of customers required a relook at our existing systems and processes. We were operating a hybrid model, whereby service was backed by a robust ERP system, however our front-end customer journey was manual in nature.

The management team recognised this gap and a need to progress from the existing hybrid model to a complete digitised process – a seamless integration between service and customer experience. This would help us close any gaps in the existing mode of operation, drive efficiencies and offer a superior end-to-end customer journey – from raising a complaint to resolution.”

The configuration of GECO and Super General's existing solution made it challenging to maintain a unified customer database, as customers were treated as one-time cases rather than as lifelong relationships.

To improve customer relationships, enhance after-sales support and influence future product management, GECO and Super General needed an efficient way to not only record and access information but gain valuable insights from it.

## Optimising processes with Sugar Serve

In early 2022, Robert and his team took the decision to evaluate and adopt a CRM solution which would provide the right foundation for service excellence. With the same processes in place for more than two decades it was vital that any new system was easy to implement and use, highly configurable and future proofed. Confidence in the product selected and

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**– ROBERT P.,**  
Digital Transformation Manager at  
GECO and Super General

the implementation partner was key, as GECO and Super General took steps towards overhauling and optimising their customer support and field service management processes.

After evaluating various solutions, SugarCRM's Sugar Serve with Ambit Software's Field Service add-on was chosen due to its capacity to meet process optimisation requirements, high configurability, user-friendly reporting, and data analysis features. The added benefit of field service automation and management capabilities was also a big plus, as Robert explains:

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With insights and updates on a customer case available via a single screen, GECO and Super General were able to better adapt to the customer needs. The team could also easily identify where further efficiencies could be achieved in the process, instead of waiting for paper records to be uploaded later in the day or relying on disparate data sources.

Integration with existing systems was a big part of the project. The SugarCRM solution needed to be able to communicate with the legacy back-end ERP solution, with orders and cases linking between the two platforms. With repair jobs created in Sugar Serve and new product

purchases, delivery, and installation details in a different system, it was vital that information could be shared for complete visibility and accuracy.

As a cloud-based system, Sugar Serve was quick to deploy, cost-effective, accessible and most importantly scalable to support future requirements and company growth. GECO and Super General were able to easily manage costs, compliance and data security issues with the transparent and flexible nature of SugarCRM.

## Managing change and user adoption


With the benefits of a new way of working clear, a key part of the project involved getting all stakeholders and users onboard. To ensure successful adoption and ROI, a steering committee was created, jointly headed by Robert and Natarajan Arunachalam, Head of Service, GECO and Super General, which enabled all stakeholders to understand the benefits and change process required – from senior leaders to technicians in the field. User workshops, testing activities, upskill training and constant engagement regarding usability and feedback ensured a smooth and successful journey.

With system go-live taking place in April 2023, after just a few months GECO and Super General were able to significantly increase process transparency and data visibility. Call logging and case registration tasks are now fully automated, leading to a significant reduction in the number of phone calls following a move to a more self-service approach. Dispatch of cases and job allocation has also been made easier by displaying the technician's location, availability and workload on screen.

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**– NATARAJAN A.,**

Head of Service, GECO and Super General



Teams can now see more quickly where issues need to be escalated and improved visibility has also enhanced understanding of products, failure rates, lifecycles, common issues etc. – leading to further opportunities for product development and extended warranty offerings.

“Before using Sugar Serve our processes had gaps and information delays. We have now been able to simplify our field service operations and better serve our customers when it comes to installation and repair services. Not only have we increased overall data visibility but made it easier to identify areas for improvement. One such area being the ability to close calls in time. Since implementing Sugar Serve our maximum number of open calls has decreased significantly. We are now able to close calls more quickly due to better insights and data access, helping us to dramatically reduce the backlog,” explains Natarajan.

With phase one of the project complete, GECO and Super General are working with the team at Ambit Software to unlock more value from the platform and make further changes based on data insights. The SugarCRM solution will remain a key part of the aftersales transformation journey, as the companies move towards a more customer-centric approach and continue to meet customer needs now and in the future.



#### **SUGAR PARTNER**

Ambit Software is a digital solutions and customer experience management specialist. Through our global presence, we help both large and growing enterprises as well as startups thrive in the customer-first economy with industry vertical solutions.

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## **About SugarCRM**

SugarCRM is a CRM software that helps marketing, sales, and service teams reach peak efficiency through better automation, data, and intelligence so they can achieve a real-time, reliable view of each customer. Sugar's platform provides leading technology in the sales automation, marketing automation, and customer service fields with one goal in mind: to make the hard things easier. Thousands of companies in over 120 countries rely on Sugar by letting the platform do the work. Headquartered in the San Francisco Bay Area, Sugar is backed by Accel-KKR.

For more information about SugarCRM, visit [www.sugarcrm.com](http://www.sugarcrm.com).