

Client Success Stories

Roxtec finds “the missing piece of the puzzle” with Customer Journey Plugin™

The success factors: streamlined processes, a unified sales methodology and stronger onboarding efficiency. The key ingredient: Customer Journey Integration with Sugar!



Based on the vision “Protecting life and assets” and a mission to ensure safety, efficiency and operational reliability, Roxtec has become a world-leading supplier of cable and pipe sealing solutions. With a presence in 80 markets, more than 300 sales people around the world, and a long and complex sales cycle, the organisation is highly dependent on effective work processes, high transparency and progress overview:

“We are a global company with a strong local presence, and our customers can be found in a wide variety of industries. The sales cycle can vary from a couple of months to several years. This requires a very effective and aligned sales process with clearly defined tasks and activities linked to each sales stage”, says Fredrik Hugosson, Global CRM Manager, Roxtec.

From Karlskrona to China

Since 2008 SugarCRM has been the strategic and practical backbone for Roxtec's sales and the key to orchestrating sales management across local sales teams and upscaling a clear customer focus. However, a growing organisational map separated not only by geography but also various sales terminologies and practices led the company to rethink its strategy:

"We realised that our many sales teams across the world were operating with different sales approaches, unclear stage definitions and lack of prioritised activities across each sales stage. A single sales activity could have different meanings from Sweden to China", says Fredrik Hugosson and continues:

"We needed better transparency and overview of progress throughout the entire sales cycle, and to establish a shared understanding and wording."

"We have found the missing piece of the puzzle"

The answer to that challenge was a Customer Journey Integration with the existing SugarCRM platform:

"With the Customer Journey Integration, we have found the missing piece of the puzzle. It helps us streamline our sales processes across local sales teams and prioritise important activities and tasks linked to each sales stage. As opposed to local habits and procedures, the tool helps us reach out globally and establish a unified sales methodology based on a common understanding of sales stages and the related tasks that need to be completed in order to enhance progress."

Complete overview – visualising tasks completed and next step

"One of my favourites is the dynamic workflow panel with a complete overview of each sales stage, completed tasks and next step, which adds a strong visual element to the Sugar platform. High transparency and easy sharing of information eliminate silos of data and expertise, and help us manage key points of engagement and coordinate the actions of individuals", says Fredrik Hugosson.

Onboarding up to speed

The Customer Journey Integration is also considered an important part of Roxtec's onboarding procedure:

"There is no doubt that our onboarding procedures will come up to speed and benefit our new staff members, who will be able to use the Customer Journey Integration as a focal point for learning and adopting our sales process. And I look forward to seeing it fully implemented throughout this autumn", Fredrik Hugosson concludes.

About Roxtec:

Roxtec develops, manufactures, and sells complete sealing solutions for cable and pipe penetrations. Roxtec was founded in Sweden, and with a presence in more than 80 markets, the company has become a global brand and a world-leading supplier of flexible cable and pipe sealing solutions to various industries.

Learn more at: www.roxtec.com

About the Customer Journey Plugin™:

The Customer Journey Plugin™ for SugarCRM is developed by Addoptify as a key to operationalise and enhance internal processes, eliminate silos across teams and to prioritise activities and tasks throughout the entire sales cycle. The plugin is based on best practices from more than 300 organisations that have reoriented their businesses as a result of better sales performances with streamlined processes and visualisation.

Learn more at: www.addoptify.com



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