



OPINEL

CASE STUDY

INDUSTRY

Cutlery – Manufacture and sale of knives

APTEAN SOLUTION

Pivotal CRM

CHALLENGES

- Seeing full customer file on-screen
- Improving sales efficiency
- Promotions with complex rules

BENEFITS

- Outlook/Exchange integration
- Scope of the features range
- Ease of deployment and management
- Distributed architecture

THE CUSTOMER

Opinel SAS is a true French family business whose President is a fourth-generation descendant of the founder, and their Managing Director, Denis Opinel, is his great-grandson.

The opinel, the folding wooden-handled pocket knife, was first made in the 1890s near Saint Jean de Maurienne in the Savoy region, and, after 1915, in the Chambéry suburb of Cognin. Since 2003, the headquarters have been based in Chambéry. In March 2016, a subsidiary was opened in Chicago. The company currently has a workforce of some 100 employees and a turnover of €20M.

THE CHALLENGES

Before implementing the Pivotal CRM solution, Opinel faced a number of challenges. The sales team did not have a tool for accessing customer information in real time and the order-taking process relied on digital tools that were not scalable. The company needed to give its sales staff a tool that would allow them to access all customer and product information in one place. Streamlining the order-taking process for the sales staff was also crucial, as well as optimising promotional activities.

CHOOSING THE CRM SOLUTION

The decision to implement a CRM solution was taken in 2014 and Pivotal CRM was chosen as the solution best suited to the company's needs, specifically because of its Outlook/Exchange integration and its potential for managing distributed applications and databases. Patrick Mai (PM Consulting), a partner of Aptean for the Pivotal CRM solution, worked on the CRM project for Opinel in collaboration with the Aptean teams. His main role was to recommend application architectures and to develop certain application functions.

THE IMPLEMENTATION OF PIVOTAL CRM

The Pivotal CRM solution was first installed on a mobile workstation with one initial user for nine months, and was then rolled out for the rest of the users. The result of this initial phase was positive, although certain enhancements were also requested. André Davis, IT Manager for the Opinel company, is grateful to the Aptean support team which he found to be highly efficient.

“ We believe that the Pivotal CRM solution will be a major asset in helping us meet our goals for the future. It gives us greater sales efficiency and lets us accurately target potential customers, which has become absolutely essential nowadays. ”

André Davis
IT Manager
Opinel SAS

The ease and speed of deployment of the solution was also appreciated. In an environment in which applications constantly need to be modified, it was important that the solution could be rolled out rapidly for all users at once, including those on the road. The sales process was also vastly simplified thanks to Pivotal CRM. For example, a colour code is used in order to help the sales department when taking orders and activating certain promotions. When the colour code is green, the sales agent can simply confirm the order instantly. If there is a red code, the sales agent will be informed of rules that have not been met and the measures that need to be taken in order to approve the order. This colour coding system makes the day-to-day work of the Opinel salesforce much easier.



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NEW PROJECTS

The Opinel company is continuing to refine its Pivotal CRM application, particularly in terms of sales performance. The next step will be to develop reports on the sales efficiency and to track indicators established by their senior management.

To see how you can improve your sales processes like Opinel, visit www.aptean.com or email enquiries@aptean.com.



“ Opinel were looking for a sales efficient tool with easy deployment and management, as well as accessibility to customer and product information in one place. They found it in Aptean’s Pivotal CRM. ”

Imad Alabed
Senior Director, Pivotal CRM and Knova
Aptean