

Press Release

Quéguiner Matériaux turns to Salesforce to boost sales rep performance

The Brittany-based construction materials wholesaler has commissioned Hardis Group to implement Salesforce's CRM solution so its field sales reps can better advise its B2B, trade and construction firm clients

Grenoble, October 10, 2018 – Hardis Group, a consulting firm, digital services company and independent software vendor, announces that Brittany-based construction materials wholesaler Quéguiner Matériaux has commissioned it to integrate and deploy Salesforce's CRM solution to make life easier for its field sales reps and drive client satisfaction. The solution, dubbed Oscar, draws on Salesforce's Sales Cloud solution and took just five months to deploy. Quéguiner Matériaux has also signed an application maintenance agreement with Hardis Group to iteratively roll out developments in the coming months.

Digital priority number one: equipping sales reps with an on-the-go tool

Quéguiner is a family-owned construction materials wholesaler, manufacturer and retailer employing 1,100 people. It has 41 branches across Brittany and Pays de la Loire, catering mainly to trades, construction firms and individuals. In 2016, Clément Quéguiner, Group CEO and Head of Retail, brought in a consulting firm to help the business draw up a three-year digital transformation plan spanning 2017 to 2020. The firm selected around a dozen strategically important projects, deciding that its number-one priority was to equip field sales reps working for Quéguiner Matériaux—the group's biggest entity—with an on-the-go tool to assist with everyday tasks and client appointments.

The group IT department drew up a set of specifications based on feedback from field meetings with reps to determine exactly what they needed. "We found that the mobility solution built into our Infor M3 ERP system was too complicated and lacked the flexibility we needed. So we decided to explore the Microsoft Dynamics and Salesforce CRM solutions, inviting two integrators to tender—one for each solution—so we could assess different approaches," explains Guénaél Gac, Group CIO at Quéguiner. In July 2017, after weighing up its options, the firm opted for Salesforce—with Hardis Group as the integrator—on the strength of its flexibility, ergonomic design, and positive feedback from other companies. "Hardis' staff really listened to and understood what we needed. The overall cost of the project also influenced our final decision," says Philippe Léziart, Group Head of Digital Projects at Quéguiner.

Reliable information and faster response times

The solution was deployed over five months between September 2017 and January 2018, including ERP interfaces with the client repository, the product catalog, and client histories (quotes, orders, and invoices). The solution, dubbed Oscar, equips field sales reps with 4G-connected tablets where they can access information that was once beyond reach in the field—especially detailed product specifications and client histories. Because sales reps can now answer client queries instantly at appointments, the number of follow-up calls to the company's branches has fallen sharply. "The new solution means our sales reps are armed with all the information they need to advise trades and construction firms in person. And that's improved sales relationships at our outlets," explains Clément Quéguiner, Group CEO at Quéguiner. Because Oscar is so user-

friendly and intuitive, sales reps of all ages have got to grips with the new system quickly and are now sharing more information than ever. What's more, the solution has helped shape a more modern image for the firm.

Quéguiner is delighted with the first phase of the project, and Hardis Group's staff will be implementing new modules in the coming months.

About Hardis Group

Hardis Group, a consulting firm, digital services company and independent software vendor, is committed to accelerating the transformation of its clients' value chains, information systems and supply chain.

Its teams support the strategic, organizational and technological transformations of companies in order to increase their competitive edge. They design, develop and integrate differentiating solutions, capitalizing on the most innovative technologies (cloud, platforming, artificial intelligence, IoT, robotics, etc.). Hardis Group's Reflex software suite and Eyesee inventory drone enable international companies to meet the challenges of efficient logistics operations in warehouses, factories and stores all over the world.

Remaining independent since its creation in 1984, Hardis Group cultivates the spirit of initiative, the creativity and talent development of its 1,000 employees to sustain its growth, and the long-term trust of its 2,500 clients. Hardis Group achieved revenue of €99.1 million in 2017. It has offices in Grenoble (head office), Paris, Lyon, Lille, Nantes, Bordeaux, Geneva, Madrid and Utrecht.

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