



DYNAMICS 365 CRM FOR L'ERBOLARIO

Würth Phoenix supports the notable cosmetics label in its sales growth



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| Company: | L'Erborario |
| Industry: | Producer of plant-derived cosmetics |
| Headquarter: | Lodi (Italy) |
| Internet: | www.erbolario.com |

THE CHALLENGES

L'Erborario was founded 40 years ago to produce vegetal cosmetics to be sold in herbalist's shops or at the chemist's with an herbalist department. The company origins lie back in 1978, with the opening of the honored Erboristeria Artigiana, a small shop in the centre of Lodi, the heart of Lombardy. During the years, the success repaid the company, which has constantly grown in order to become a reality with more than 200 employees in the manufacturing, around 60 agents all over Italy and 5.300 shops gaining a volume of more than 90 million of Euro. To consolidate its market position and enhance sales and promotion strategies, L'Erborario in cooperation with Würth Phoenix introduced Microsoft Dynamics CRM and Speedy+ for its sales force.

THE SOLUTION

- › The new CRM in short time supported the whole organization in backing the company's market growth strategy.
- › The whole sales team has quick access to real-time information in order to dispose of timely, accurate data on all aspects of the sales process.
- › Sellers are therefore able to manage the entire sales process through different sales stages.
- › They gain the ability to monitor the success rate of sales and promotions for better Cross-selling decisions.
- › They dispose of a software to effectively manage the relationship with all prospects, customers, suppliers or trading partners.



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One of the main benefits of the new system lies in the possibility to easily adapt and implement new sales processes and integrate them into all organizational divisions of our company.

Agostino Fedeli, IT Manager L'ERBOLARIO

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