

CUSTOMER CASE STUDY

Italian high-end design manufacturer brings clarity and focus to sales operations with SugarAI

Boffi|DePadova is an Italian manufacturer and retailer of quality kitchens, components, bathrooms and furnishing accessories. It operates internationally with a network of flagship stores in major cities around the world.

Boffi stores had used their ERP system to manage the entire sales process, from customer acquisition to quotes, invoices, and delivery. What was missing was a structured, shared view of every phase of the customer relationship, preventing Boffi from tracking sales progress and optimizing sales performance.

The initial phase of every customer relationship – whether a first showroom visit, email enquiry, web form, or a lead from an event – was never systematically tracked. Sales had no clear data on how many people visited showrooms, how many became genuine leads, and how many were converted to customers. The lack of structure created a fragmented view of sales and limited insights into sales opportunities.

Centralized, accessible CRM

To solve their business challenges, Boffi|DePadova chose technology partner Impresoft Engage, “a reliable and highly responsive partner, made up of people rather than just processes. The project team was direct, practical, and focused on finding the best solutions,” says Stefano Radaelli, Digital Project Specialist, Boffi|DePadova SpA.

The powerful CRM hub provides a 360-degree view of relationships, and improves collaboration across the organization. “Now that we’re using Sugar, we can see every stage of the sales process, from lead gen and lead qualification, to growing and closing the deal,” explains Radaelli.

Surfacing the power of sales data

Intuitive dashboards provide immediate access to real-time data, helping sales monitor how customer relationships begin and evolve. They see what’s happening in various stores, which channels work best, and understand when to intervene and allocate resources more effectively.

Better data also means better support for teams, helping identify critical issues and develop more targeted, customer-focused sales strategies. They can also analyze and manage market demand for various products, which is increasingly becoming more personalized.



Industry

Manufacturing

Location

Lentate sul Seveso, Italy

Company Size

250+ employees

Website

www.boffi.com

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Digital Project Specialist,
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Adding value to daily work routines

- With just a few clicks, sales management track active opportunities, how they are progressing, and where there is room for improvement.
- Area managers compare performance of different stores and take definitive action to provide support where needed.
- Store managing directors monitor team performance, better understand the status of customer relationships, and where follow up can be strengthened.
- Business developers and project managers organize lead details more precisely, tracking relationship milestones and conversion rates, and can focus on the most promising opportunities.

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SUGAR PARTNER

Impresoft Engage is an Elite SugarAI reseller partner supporting organizations across Italy with customer-centric digital transformation, with over twenty years of experience across CRM, customer data platforms, and marketing automation.

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About SugarAI

SugarAI goes beyond traditional CRM to power account-first, AI-driven selling. Our Precision Selling platform helps sellers win and grow the accounts that matter most by uncovering hidden risk, revealing expansion opportunities, and guiding every next move for complex, relationship-driven businesses.

Learn more at www.sugarai.com