

CUSTOMER CASE STUDY

FAMO takes off with a helicopter view of customers, driving sales and building customer loyalty

Founded in 1932 as a family business in Oldenburg, Germany, FAMO GmbH has grown into a leading wholesaler of electrical, plumbing, and steel products. With 30 branches in Northern and Western Germany and a workforce of 750, FAMO has established a reputation as a trusted partner in the wholesale distribution market.

Searching for visibility

To ensure transparency in its customer service and operations, FAMO established a customer relationship management (CRM) service department. However, its team struggled to make sense of its customer data. "Previously, we relied on our enterprise resource planning (ERP) system to form basic visit reports and gather rudimentary customer data, but it lacked features like dashboards that would help us visualise our work," recalls Holger Orgs, Head of CRM Service at FAMO. The team had to manually export data from the ERP into Excel spreadsheets, then analyse the information. This process required users to be proficient in Excel and was so time-consuming that the data would quickly become outdated. "As a result, we had to operate blindly in some cases. For example, we could not predict how many offers we would receive from the customer and how many offers would be lost or won," explains Orgs.

The company started looking for a state-of-the-art CRM solution that would place all customer information at its employees' fingertips. "Our goal was to make everything about the customer transparent and minimise information gaps. Questions like: Where is the customer employed? How big is their company? What potential is there for cooperation? How can this potential be realised, and by whom? All this information is essential to increase sales," adds Orgs.

Customizing the solution

FAMO also wanted to gain a marketing advantage with a solution that offered personalisation and automated segmentation capabilities. This would empower the company to send out individually targeted information to its customers, reducing information overload and optimising conversion rates.

When looking for the right CRM solution, SugarAI caught FAMO's attention with its wide range of functions, intuitive interface, and the possibility to implement customisations without any coding knowledge. Sugar also offered a module for marketing automation. It was also possible to create a customised interface to integrate its existing ERP system with Sugar.

Creating a buzz

After a smooth implementation, FAMO introduced the new platform to its staff. "To build curiosity, we ran a campaign for several months, playing on words with slogans like 'something sweet is coming your way'," recalls Orgs. Next, the company organised short training courses to showcase best practices and highlight how the system could day-to-day tasks easier. To prevent the staff from becoming overwhelmed, the company also rolled out modules gradually and only gave users access to the modules that they needed. "Sugar proved to be intuitive for our employees, and our colleagues were very pleased to work with the system," says Orgs.



Industry

Wholesale Trade

Location

Oldenburg, Germany

Company Size

700 employees

Website

www.famo24.de

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Head of CRM Service, FAMO

"They were also heavily involved in the implementation. We gathered 40 team members from all departments, including logistics and accounting, and allowed them to express their needs and preferences. Thanks to this strong cooperation with our staff, we've successfully onboarded 300 employees to Sugar."

FAMO's staff then started using **Sugar Sell**, a CRM solution, to manage customer data and nurture sales opportunities. With dynamic dashboards tailored to the needs of each department, the team gained a 360-degree view of each customer. With help from implementation partner OPEN CX, FAMO added various custom modules to improve access to information about suppliers, open contracts, and visit reports. "We can now see how many objects are actually in circulation, what the object status is – something we never saw before. We developed this together with OPEN CX," shares Orgs.

Working with OPEN CX, FAMO introduced **Sugar Market** for automated newsletters and targeted communications, ensuring that the right customers receive relevant content. "Our goal is to extend this automation to encompass online marketing and event management via Sugar," adds Orgs. "We aim to track customer purchasing behaviour, determine what information and entertainment they prefer, and identify the industries they come from. This will allow us to offer our services and capabilities to customers as effectively as possible."

A fully customised helicopter view

Today, FAMO relies on live dashboards and reports instead of downloadable Excel tables. "We have finally gained a helicopter view where we can see everything about a customer at a glance: which customers are underserved? In which areas are we successful? Which accounts have more potential?" says Orgs. "As a result, our company's goals are clearer, and we can build customer relationships, increase sales, and achieve commercial success." This visibility has also promoted healthy internal competition in FAMO. "We can see how well things are going in one place and perhaps not as successfully in another, allowing us to build on the successes of individual regions and support the others," adds Orgs.

And because FAMO runs Sugar on the cloud, field staff have access to customer data on the go, relying on the mobile app for updates. "We no longer need to shuffle paper around or bring large computers. A simple tablet is enough to open up live reports and make informed decisions," adds Orgs.

"The beauty of working from the cloud is that the system is adaptable," explains Immanuel Bachem, Project Manager at OPEN CX. "The customer can make adjustments at any time, but we can also organise the whole thing in a controlled manner or make technical changes to the code while not standing in FAMO's way. FAMO is the perfect example of a Sugar customer who is constantly adapting Sugar to its needs – even without any coding knowledge." FAMO agrees with how easy it is to customise Sugar. "We were able to make adjustments – like creating fields, links, and formulae – internally ourselves," Orgs affirms.

"With SugarAI, we have an easy-to-use, scalable, cost-effective system to manage our customer relationships. It has full functionality, mobility, reliable support, customisation, integration, and automation capabilities which will give us a significant advantage in our work. In essence, SugarAI is an ideal choice for improving customer service and business growth."

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Automating manual tasks

Now that Sugar is integrated with FAMO's ERP system, the company has also eliminated several manual tasks. Previously, even simple changes like updating a delivery address or a phone number required manual approval, usually from the accounting department. The process was lengthy and labour-intensive. Now, changes can be automatically routed to the appropriate department, saving countless hours.

In another example, FAMO previously needed to manually communicate things like incorrect deliveries or customer complaints to the logistics department. With the new reporting process in Sugar, the responsible personnel are notified automatically, enabling immediate action. "This transparency significantly reduced customer complaints about logistical errors. Essentially, problems that were previously unsolvable are now much easier to manage and resolve," adds Orgs. "Sugar has become a means of communicating with each other."

An award-winning implementation

For Orgs, the key to succeeding in this competitive market is building customer loyalty. "Thanks to Sugar and OPEN CX, we have an easy-to-use, scalable, cost-effective system to manage our customer relationships. It has full functionality, mobility, reliable support, customisation, integration, and automation capabilities which will give us a significant advantage in our work," Orgs shares.

This implementation was such a standout project that it earned Sugar's Customer Breakthrough Award for the EMEA region, testifying to the positive working relationship between OPEN CX, FAMO, and Sugar.

"In OPEN CX, we have found a very good partner and service provider. They find solutions to our specific requirements and also develop forward-looking ideas that boost our sales," says Orgs. "And if we have a problem, we can call or email and have the problem solved quickly. But most of all, the collaboration with Sugar and OPEN CX is not just constructive and reliable, it's also really fun," Orgs concludes with a smile.

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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.

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