

## CUSTOMER CASE STUDY

# Glass container manufacturer chooses a flexible CRM for sales

**Founded in Trento, Italy, in 1994, Vetri Speciali is a global leader in glass containers for the food and beverage industry. The company has 800+ employees, over €227 million in revenue, and customers in 52 countries. It is a trusted partner for leading wine, champagne, and food brands around the world.**

## The challenge

Behind Vetri Speciali's success was an outdated CRM built in the early 2000s. It was hard to update, not built to manage relationships, and poorly integrated with other systems. Lead management was almost nonexistent, and even processes like product development had been added to the CRM.

"There was no real logic to our processes in the CRM," says Marco Guarascio, ICT Manager. "Every change became a technical challenge. The CRM had turned into a bottleneck rather than a support tool."

## The solution

To make the change, Vetri Speciali chose Impresoft Engage as its technology partner and SugarAI as its new platform. The choice wasn't just about technology – it was about finding a partner with experience in tailoring solutions to the company's unique processes, especially product development.

"Our goal is to maintain global leadership in an increasingly competitive, complex market," says Guarascio. "In this sense, the new SugarAI platform is a strategic ally: it supports our international growth with scalable solutions and improves the customer journey by offering a complete, integrated view."

The solution integrates seamlessly with the company's ERP, has a user-friendly interface for quick adoption, and Outlook synchronization to simplify daily work.

## The results

Advanced functions for sales, customer service, and product development have led to dramatic results:

- 40% less manual work
- 30% boost in productivity
- Faster customer response times
- Higher lead conversion rates



Industry

Manufacturing

Location

Europe

Company Size

Mid-market

Website

[vetrispeciali.com](https://vetrispeciali.com)

**"SugarAI is a strategic ally supporting our international growth with scalable solutions."**

**– MARCO G.**

ICT Manager, Vetri Speciali

## 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](https://www.sugarai.com)