Customer Profile

LAPEYRE Optimizes Data to Boost Client Loyalty with Infor Epiphany

Facts at a glance.

Solution: CRM
Products: Infor™ Epiphany Marketing
Industry: Retail
Country: France

"We have observed qualitative benefits, such as the possibility of pooling our client databases, or having a publication tool that allows for daily production of roadmaps and associated planning data."

—Loïc Doucet, CRM Project Leader, Directorate for Organization and Information Systems, LAPEYRE Group

Challenges.

- Improve response to challenges in planning, performance, and monitoring of marketing campaigns.
- Enhance project management capabilities as well as client quote monitoring capabilities.
- Produce a work schedule that integrates a geomarketing tool linked to client details.

Benefits.

- Provided 360-degree view of clients to significantly improve ability to manage and rigorously oversee client quotes using sales and service capabilities, including quotes for professional clients for whom LAPEYRE integrated a cash ceiling management system.
- Saw considerable improvement in marketing campaign performance following added capabilities in campaign planning and monitoring, including use of multiple channels.
- Gained ability to capitalize on new contacts and streamlined order and intervention costs to reduce overall costs, boosting customer satisfaction and loyalty.
- Integrated marketing, sales, and service data with main information system, maximizing information sharing.

About the company.

LAPEYRE Group manufactures and sells home improvement products for renovations and new builds. A subsidiary of Saint-Gobain with headquarters in Aubervilliers, France, LAPEYRE Group has a wide distribution network for private individuals, professionals, and own brand traders, including LAPEYRE stores (140 stores in France, Belgium, Switzerland, and overseas departments) and KPARK stores (230 outlets). To learn more, visit www.lapeyre-group.com.

"All modules needed to be able to communicate with each other and to interface with our information system. While training was necessary, users immediately adopted the solution."

—Loïc Doucet, CRM Project Leader, Directorate for Organization and Information Systems, LAPEYRE Group

641 Avenue of the Americas New York, NY 10011 800-260-2640 infor.com

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