



gruppo De Pasquale

Gruppo De Pasquale, for over 30 years, has been a trusted partner for companies willing to optimize results and reduce costs.

ABOUT GRUPPO DE PASQUALE

The management consulting firm consists of six business partners who can work separately or together to support the needs of the customer in various organizational areas including: staffing, training, business process outsourcing, contracting, ICT consulting and loyalty marketing.

PROJECT CHALLENGES AND OBJECTIVES

The main objective of Creatio implementation was to orchestrate the sales processes of the different companies within Gruppo De Pasquale. The biggest challenge was to satisfy the needs and the specific requirements of each company, while promoting knowledge sharing across the group to develop a group-oriented sales vision.

Prior to the implementation of Creatio, the sharing of complete, timely and coherent information amongst the six business units proved challenging. Customer information was sometimes missing or fragmented, but most often delayed and not clear enough.

As part of the evolving vision, the company's strategy would become more customer centric, through the development of relationships focused on specific customer needs. To help attain this vision, keeping track of each communication touchpoint across the entire customer journey (marketing, sales, service) was imperative.



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WHY CREATIO?

Creatio fascinated Gruppo De Pasquale since the very beginning, thanks to its agility, intuitive UI and capabilities to more effectively manage processes and data. The system enabled Gruppo De Pasquale to drastically improve sales reps' productivity and efficiency. Moreover, the group appreciated the possibility to reconfigure the platform easily and autonomously, reducing the need for external suppliers' support and minimizing the maintenance costs.

PROJECT OUTCOMES

At the end of the project, the Gruppo De Pasquale could effectively manage the whole sales process, from marketing to delivery, across all the business units, with more than 30 sales people sharing information within one platform.

Main results:

- Increased number of business opportunities and cross-selling;
- Alignment of business processes across different divisions and branch offices;
- Standardization of the sales approach and adoption of a shared business discipline for the whole company;
- Complete and detailed view of the customer journey.

"We had to make our business grow faster and the best scenario for us was to adopt a customer-centric strategy, get rid of internal silos and enable information sharing across divisions. Creatio, thanks to its ease of use, was the right corner stone to put in place such a strategy.

With the help of Be-Simple, Creatio local partner, we've been able to perfectly tailor the platform to our specific needs and to transform the strategy into a real working tool."

Stefano Magliole,
Marketing Director at Gruppo De Pasquale

Creatio
www.creatio.com

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