



➤ Grande Armée Conseil is optimising its sales efficiency with Selligent

Services

Grande Armée Conseil, a business consultancy, was founded in 2002. Its mission is to offer enterprises a range of services that will optimise their fiscal burden and social contributions. It is structured according to five main business lines – local taxes, social contributions, occupational accidents and sickness, tax credit research, and financial engineering. The company employs around 120 people and has enjoyed 50% growth over the past three years. To sustain the momentum, Grande Armée Conseil decided to implement Selligent to replace their home-grown tool. Selligent showed great agility in adapting smoothly to the company's constraints.

➤ Underpinning growth

Quite apart from their high-level technical skills, the real added value Grande Armée Conseil brings to its 800 or so clients is their consulting and training dimension, which enables them to transfer their skills and so achieve recurrent savings for their customers. It is this added value in particular that forms the bedrock of Grande Armée Conseil's success and is clearly a decisive factor in the continuous growth it has recorded since its founding. "We have always had big growth ambitions," says Sylvain Habert, Marketing and Communications Manager. "The purpose of our CRM project was to help sustain that growth. We were already using a tool that was developed in-house, but it was no longer able to support our ambitions. So we wanted to acquire a solution equal to our not inconsiderable commercial impact."

Selligent committed to a very tight schedule. On our side, everyone was absolutely convinced of the project's benefits and has worked effectively on its success.



Sylvain Habert | Marketing and Communications Manager

➤ A company-wide project

Indeed, the commercial aspect was at the heart of the process that Habert describes as a truly company-wide project. "Everyone backed up the idea, sales, marketing and operations management, everyone. Our teams felt concerned and became involved, together with Selligent, to ensure the project was implemented on time."

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➤ Up and running in three months flat

Indeed, time was a major preoccupation at Grande Armée Conseil. Because its business is very seasonal, with a peak lasting from September to April, they wanted their solution to be operational by September 1. "We made a strategic choice not to change our teams' rhythm in the middle of the season so as not to lose momentum, which could have a negative impact on our sales results for the period. Either we found a supplier who could meet our time constraints or we delayed the project until the following year; it was as simple as that," explains Habert.

Yet it was not until they had looked into a variety of other possibilities that the consultancy discovered Selligent. "One of our employees knew of the solution, and we were hoping that at Selligent we would find people who knew our business and our expectations," Habert recalls. And that was, in fact, the case. "The Selligent solution that we were shown fitted our needs perfectly." Thanks to the combined engagement of Selligent and the Grande Armée Conseil teams, the solution was selected in June and was up and running three months later.



➤ Simplicity and scalability

These were the two key characteristics that Grande Armée Conseil expected from their solution, and the Selligent philosophy was attuned perfectly to their needs. Grande Armée Conseil was fully aware that introducing a CRM system would turn their routine inside out. So they wanted a simple solution to start with so that the users could get used to it quickly, but one that could evolve considerably to support future growth and respond to new needs. "So we opted for a start-up version of the solution, but we were careful to insert the terminology our sales force is familiar with," Habert adds.

➤ 20% to 25% more appointments

"We also imported around 20,000 companies, together with co-ordinates and contacts, into the system, as well as inter-company links so as to have a wide-angle view. We were missing that with our old system," he adds. That was also one of the reasons for choosing Selligent – the capacity to manage the links between parent company, subsidiaries, branches, etc. and have a clear view of the interconnections among companies.

Today, the solution has achieved its objectives. "The expansion of our account management team and the improvement of their skills have, of course, helped to increase the number of appointments with prospects and clients. But we estimate that 20% to 25% of the increase in appointments is a direct result of the use of Selligent. Furthermore, monitoring opportunities has been optimised and their follow-up made more effective. Now we have a better understanding of a client within its group and an immediate vision of what tasks have to be accomplished. Selligent may not have revolutionised our business, but it is a support for us to reach our objectives."

➤ Selligent Academy

It goes without saying that it is never simple to get users to accept a new tool and new working methods. So, to facilitate the adoption of the new system, Grande Armée Conseil was one of the first customers to call on the Selligent Academy, a new service offering to provide users with practical training on the Selligent solutions configured specially for their company's specific business processes.



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"We carried out preparatory work with the Selligent Academy to define the messages to be communicated and the functions to be presented. Then, all users went through a training programme tailored to their profile and oriented towards their specific needs and their daily use of the tool. With the result that the training was very effective and the teams very satisfied," Habert confirms. So the transition was very smooth, especially since the future users had been engaged in identifying the needs and validating implementation.

➤ Getting ready for phase II

Now that the tool is part and parcel of the sales team's daily operations, Grande Armée Conseil is preparing the next step. "We are currently doing an audit of the solution's usage, the needs it responds to and the functions to be improved. Then we can think about moving the project forward to meet further needs. Among the projects we have focused on, marketing and the development of dashboards for sales administration are the top priorities."





➤ Impeccable support

Grande Armée Conseil really has had the feeling of receiving the full attention of a partner who knows its business and who listens to its customers. That is certainly the way Habert sees it. "For us, Selligent is an expert with real in-depth skills and one who is always at hand. They listened to us,

understood our needs and responded pragmatically. The Selligent Academy was very much engaged in preparing and presenting the training. In short, the whole Selligent team was very professional. They showed agility, pragmatism and engagement throughout the project," he concludes.

➤ About Selligent

Selligent, the European leader in interactive marketing and Customer Relationship Management, has been developing and marketing since 1990 operational, collaborative and analytical solutions aimed at boosting the organization, actions, and interactive communications of teams in direct contact with customers, prospects, and business relationships. Selligent solutions enable marketing, sales, services and consulting departments to develop interactive, effective, and sustainable relationships with all their contacts and ecosystems. Selligent offers a unique approach combining agility, pragmatism, and engagement, and guarantees its customers a fast and significant return on their investment.

You can find all our customer success stories on

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