

Client Success Stories

Bringing Simplicity and Best Practice together with the Customer Journey Plugin™

Simplifying complexity: Geno, the Norwegian breeding organisation, streamlines and fast-tracks multiple customer processes and ensures an easy knowledge transition across staff. Next step: implementing the Customer Journey Plugin™ globally.

With “Breeding for better lives” as the core vision, Geno conducts research and development for cattle breeding and distributes genetic material to more than 30 countries worldwide. An effort that has manifested Norwegian breeding quality on the global map.

The international demand for Norwegian genetics continues to grow steadily, and Geno now produces more than 1.3 million doses of semen from elite Norwegian Red bulls each year. But as the market grows, so does complexity, which is one of the reasons for the company deciding to integrate the Customer Journey Plugin™ with their existing SugarCRM deployment:

“Being a global player with continuous growth, it is important to ensure that our internal processes and procedures are in sync with the growing market demand. We serve a lot of different customer segments – from vets to dairy producers – and we need to make sure that our staff has the tools that enable them to deliver the service and support that each individual segment requires. Without drowning in complexity”, says Tore Søgård, Head of IT at Geno, and continues:

The logo for Geno, featuring the word "geno" in a bold, lowercase, sans-serif font. A thin, curved line underneath the letters "o" and "n" suggests a smile or a swoosh.

"We are very impressed with the Customer Journey Plugin™ and how it helps us streamline our marketing and sales processes across multiple customer journeys – and how simple it really is! It is built around a well-organised logic that helps us simplify how we handle different customer processes and action points".

Multiple customer journeys – effectively managed in one system

"We use the tool to orchestrate different journeys related to different customer segments. It's a combination of marketing, sales and support – from administrating course registrations, handling inbound calls and general customer support, to completing follow-up procedures and sales tasks. But instead of individual checklists and processes, we now orchestrate it all in one system", says Tore Søgård and highlights one specific benefit:

"With a clear path visualising where in the process each customer journey is and with a dashboard telling the individual employee exactly what is expected to be done in order to enhance the process, it becomes easy for all staff members to take over existing sales activities and manage key points of engagement without slowing down the process. With all sales tasks, calls, meetings and processes clearly defined and accessible, all staff members have an effective tool to adopt and take over customer relations and tasks from each other – it brings in a best practice routine, you can say".

Speeding up rollout and user adoption

The Customer Journey Plugin™ has proved to play an important role in speeding up the implementation of Geno's existing SugarCRM platform:

"We added the plugin shortly after deploying SugarCRM, and the tool has had a very positive impact on our rollout. The two systems complement each other very well. User adoption is naturally a critical milestone in any system implementation, and the way the Customer Journey Plugin™ simplifies and visualises the processes has been a key ingredient in order for us to secure a smooth rollout. And the feedback from the users is very positive", Tore Søgård explains.

New ambitions – from local to global

The next step is to implement the Customer Journey Plugin™ globally:

"With 100+ SugarCRM users globally, who together operate in more than 30 countries, the next step for us is to roll out the Customer Journey Plugin™ globally, and I look forward to continue working with the DRI-Nordic team and reap the clear benefits and value that they bring to our company", Tore Søgård concludes.

About Geno:

Geno is the breeding organisation of Norwegian Red, the main dairy breed in Norway. It is a farmer cooperative that has been conducting research and development for cattle breeding since 1935. Geno produces more than 1.3 million doses of semen from elite Norwegian Red bulls each year and distributes genetic material to more than 30 countries worldwide. Geno's vision: "Breeding for better lives". Geno's head office is in Hamar, Norway.

About the Customer Journey Plugin™

The Customer Journey Plugin™ for SugarCRM is developed as a key to operationalise and enhance internal processes, eliminate silos across teams and to prioritise activities and tasks throughout the entire sales cycle. The plugin is based on best practices from more than 300 organisations that have reoriented their businesses as a result of better sales performances with streamlined processes and visualisation.

Learn more at: www.sugarcrm.com/solutions/customer-journey-management

About DRI-Nordic:

DRI-Nordic is an international consultancy firm with offices in Scandinavia and Germany. For more than 10 years, the company has developed and delivered flexible solutions and platforms across CRM, sales, marketing and support. DRI-Nordic is a certified SugarCRM elite partner and platinum partner of the marketing automation platform Act-On.

Learn more at: www.dri-nordic.com



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