# Leca International

Implementing a global CRM solution

Leca International

✓ The biggest Exclay producer in Europe
- ↳ 490 employees including 60 in Sales and 20 in Marketing & Innovation
- ↳ Volume > 2.100.000 m^3
- ↳ Turn-over of 125.000.000 €

✓ The biggest producer of LWA blocks in Scandinavia and in the Baltics

✓ Owner of the Leca® & Filtralite® brands

✓ Active in 13 countries in Europe and Export sales

✓ 15 plants in Europe
- ↳ Leca® expanded clay production in 7 countries
- ↳ Leca® LWA blocks production in 6 countries

✓ Leca International is part of the Saint-Gobain Group

🔵 Leca® LWA blocks plant
🔴 Leca® Exclay plant

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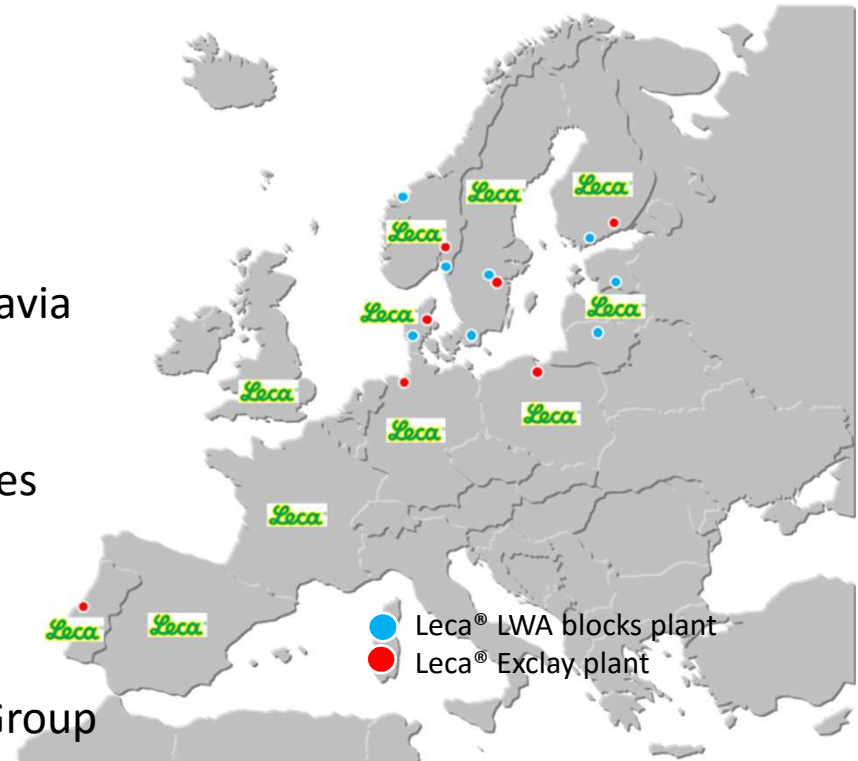
Our products – "All-in-one"

Low density and high strength, combined with easy handling, make the Leca® material a highly competitive product for many different applications.

Together we build for the future

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Results expected with CRM implementation

↳ More reliable information for management, including forecasting

↳ Sales process improvement and productivity

↳ Manage a unique Sales & Marketing database

Our CRM journey

January 2017

Objectives

↳ Set-up the system for 1 country and 1 product family

↳ Projects & Sales modules including Quote Management

How ?

↳ 3-day implementation session with SO consultant

↳ 2-day session "Train the trainers" with SO consultant

Principles

↳ Involve Country Sales Managers and Sales team

↳ Uniform set-up for all countries and product families

Our CRM journey

March 2017

Objectives

↳ Extend the set-up to 6 countries and product families for long-term projects

↳ Projects & Sales modules including Quote Management

How ?

↳ 2-day session "Train the trainers" with SO consultant

Principles

↳ Involve Country Sales Managers + 1 Sales Rep. + Newcomers

↳ Uniform set-up for all countries and product families

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Our CRM journey

May 2017

Objectives

↳ Extend the set-up to 6 countries and product families for long-term projects

↳ Projects & Sales modules including Quote Management

↳ Register all actions within our technical support

How ?

↳ Local trainings organized by the new Trainers

↳ Local and Webex trainings by Project Manager

Principles

↳ Uniform set-up for all countries and product families

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Our CRM journey

June 2017

Objective

↳ Send all newsletters with the CRM (Mailing module)

How ?

↳ 2-day session with the Communication team

Principles
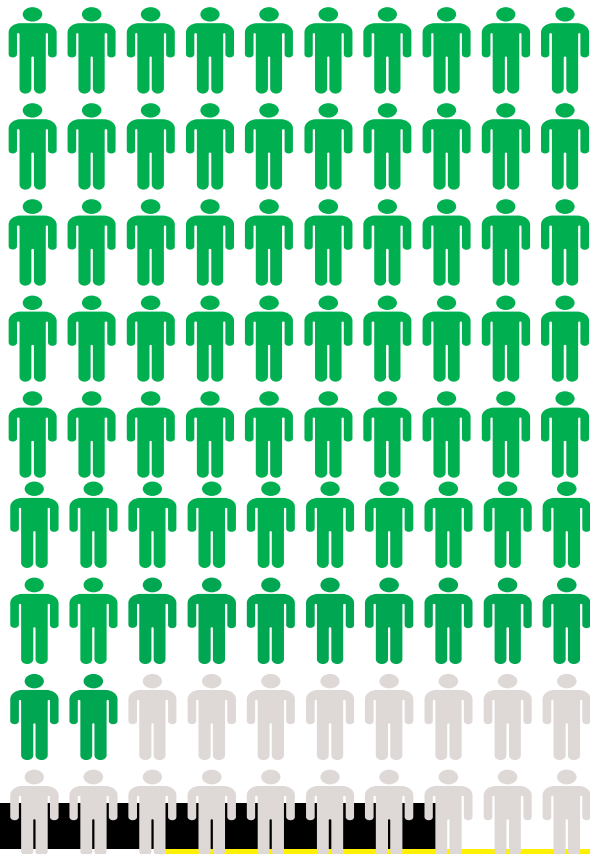
↳ Country template ready at the end of the training

↳ *Setting-up a "clean" marketing database*

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Our CRM journey

August 2017

Objective

↳ Implement the Service module to follow our claims

How ?

↳ Webex or local trainings

↳ With Sales team, product managers, customer service and production managers

Principles

↳ All requests/claims/complaints will be registered

↳ Set-up a simple and not redundant tool

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Our CRM journey

March 2018

Improvements step by step

↳ October 2017 – Business Analyze

- ✓ Elaborate analyzing tool
- ✓ CRM data is used in monthly management report – no double follow-up

↳ November 2017 – Bisnode (DK)

- ✓ Improve database accuracy
- ✓ Reach out to new leads

↳ December 2017 – 1-day training in all countries

↳ February 2018 – the Polish team joined

↳ *April 2018 – GDPR compliance*

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Our CRM achievements

- Reliable pipeline and improved follow-up

- Direct link between Sales and Communication actions

- Sales team actions are recognized: bonus schemes linked to visits registered in the CRM

- Management involvement in set-up and team training

- Autonomy from IT department

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Our next steps

GDPR compliance – cleaning up the database

More systematic update (companies, projects & sales)

Develop a network of local super users, with a uniform set-up

Thank you...

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