

# Any d'Avray improves customer care with Sage CRM



## Customer

Any d'Avray

## Industry

Manufacturing

## Location

France

## Solution

Sage CRM and Sage 100 ERP

Any d'Avray choose Sage CRM to form closer ties with their customers, and make its distribution network more dynamic.

Any d'Avray specializes in the conception and commercialization of exclusive wig designs. The company works with distribution partners and relies on a retail network comprising of specialist stores, franchised stores, an e-commerce website, or of people working in the entertainment industry.

Up until 2010, the company used to use the Sage 100 ERP solution to manage their distribution network. "Our business expansion, combined with the desire to expand our retail network, both at the national and at the international levels, made us consider choosing a CRM solution that would fit our needs and the size of our structure," explains Jean-Pierre Beuvaden, Chief Operating Officer of Any d'Avray.

"This software will enable us to monitor the purchase orders of our distribution partners and to make our retail network more dynamic. Our main goal is to become closer to our customers, and to get to know them better, so that we can provide them with better services, and expand our sales."

After a market consultation, Any d'Avray chose Sage CRM Advanced Edition not just because the solution fit all of the criteria mentioned above, but also because it came complete with an integrated information system.

'Our main goal is to become closer to our customers, and to get to know them better, so that we can provide them with better services, and expand our sales.'

Jean-Pierre Beuvaden,  
Chief Operating Officer  
Any d'Avray

## Challenge

With a desire to expand its business and retail network nationally and internationally, Any d'Avray needed a CRM system would support its business growth and make its retail network more dynamic.

## Solution

Any d'Avray selected Sage CRM because it wanted to improve customer service and run more targeted marketing campaigns.

## Results

The company is now able to run better, more targeted marketing campaigns with Sage CRM.

‘During our last marketing campaign [with Sage CRM] we were able to make a more refined selection of target users than we used to. Our direct economic benefits were more important than usual in spite of having reduced the number of targeted customers.’

Jean-Pierre Beuvaden,  
Chief Operating Officer  
Any d’Avray

**Self Informatique : a truly efficient Sage partner**

Any d’Avray worked with an external consultant to draft guidelines and specifications about this CRM project. Then, the company launched a call for tenders.

“Sage partner, Self Informatique convinced us by their professionalism and expertise. They were also equipped to deal with a company of our size”, adds Jean-Pierre Beuvaden. We knew we’d made the right choice when we saw how competent, flexible and available Self Informatique proved themselves to be throughout this entire project.

Self Informatique also took it upon themselves to calibrate the Sage CRM software according to the specificities of Any d’Avray

**A software that adjusts to specific occupations/businesses**

Any d’Avray had very specific needs such as monitoring calendar meetings and monitoring the sales figures or their various types of networks.

“All these needs were met thanks to Self Informatique who configured Sage CRM for us. We can now obtain accurate sales figures that can be used to optimize the monitoring of our activities.”

We pay particular attention to our customers’ purchase orders, according to their typology (hair salon partner, franchised shop, etc.). This has enabled us to provide better service to our customers, and to meet their expectations more easily.

**Towards targeted customer marketing**

Because of its diverse distribution network, Any d’Avray wanted to adapt its marketing and communication campaigns to each of target user.

“Sage CRM was the answer to our targeted customer marketing objectives,” says Jean-Pierre Beuvaden.

## About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at [www.sagecrm.com](http://www.sagecrm.com)

