

Big Dutchman AG

PisaSales CRM Case Study



“PisaSales CRM gives our sales and service staff the ability to look at our customers more holistically and provide better service. It is also worth emphasizing that PisaSales provides us with excellent support in many areas, enabling us to generate more and more benefits for our internal customers.

Meik Kruckemeyer, Application Manager CRM at Big Dutchman International GmbH



Big Dutchman

Since 1938, Big Dutchman has been designing and implementing feeding systems and barn equipment for modern pig and poultry farming. The company group, headquartered in Vechta in Germany, offers practical and forward-looking solutions that are economically and ecologically viable.

Big Dutchman is considered a market leader in the industry: the name stands for lasting quality, fast service and unsurpassed know-how in more than 100 countries on five continents. The company has always driven technology innovation in modern animal husbandry.

The company group generates an annual turnover of approximately 980 million Euro and has approximately 3,400 employees.

Top Facts



Sector
Feeding systems & housing equipment



Company size
3,400 employees



Annual turnover
€980 million



Headquarters
Vechta, Germany



No. of countries active in
100



More information at:
www.bigdutchman.com

The CRM Project at Big Dutchman

The Most Important Facts at a Glance



Introduction: 2015
Operational model: Subscription
Database: Microsoft SQL
Mobile use: Tablets & notebooks
Principal areas of use: Sales and service



Rationale for Choosing PisaSales CRM

- High degree of functional requirements coverage met by the standard version
- Technological maturity and investment security of the software
- Designed for international use
- Deep integration capability into the existing system landscape



“Before” – Challenges and Opportunities

- Increasing complexity on many levels due to strong company growth
- Declining process quality due to isolated applications and absence of system integration
- Massive increase in workload in customer-facing departments (e.g., support)
- Lack of transparency in processes
- Lack of standardization of workflows in certain areas
- Collaboration in the sales and service departments should be significantly improved through a common work platform
- A 360° view of customers and their needs should shorten response times, improve information flow, and increase customer satisfaction

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The Most Important Facts at a Glance



“After” – Results with Added Value

- In 2020, approximately 800 employees across different departments and locations were working with PisaSales CRM
- The system is deployed in Europe, Asia and North America
- A further rollout will take place in Central and South America
- The system is used in German, English, Chinese, Spanish, Russian and Portuguese
- In sales, PisaSales CRM supports the quotation process, sales organization management and reporting
- In service, resource planning and deployment documentation, among other things, are handled with the software
- PisaSales CRM is integrated into relevant IT systems and thus ensures an unhindered flow of information



The CRM Project at Big Dutchman

Integration



ERP: INTEGRA ERP (Pascal)

Email software: Outlook Exchange

Document management system:

EASY Viewer Archiv

Telephone system: yes, integrated



250+

Customers

Used in **50+**

Countries

150+

Employees

30+

Years of Innovation

The JustRelate Advantage

- More than 150 highly qualified experts
- Deep understanding of marketing, sales and service
- Pioneers of the internet and web
- 250+ active enterprise customers
- 100k+ active users
- State-of-the-art technology
- Innovative full-service stack
- Agile project realization
- Based in the heart of Europe, used worldwide

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