

C2B International

C2B International Increases E-Commerce
Sales Of Birkenstock With SugarCRM

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 **Casseiras**
C 2 B International

Sugar Partner Synolia Integrates Solution with Magento E-commerce Platform

In 2011, C2B International, the exclusive French footwear distributor for Birkenstock and its related brands, launched nos-sandales.com—an e-commerce site dedicated to Birkenstock. To support the site, C2B chose SugarCRM and Sugar Gold Partner Synolia, and created a solution that quickly generated positive ROI through lower costs, a higher customer conversion rates, and increased customer loyalty. In addition, C2B can now measure the level of customer satisfaction and improve the user experience, reducing customer churn.

Business Challenges

C2B International is the exclusive French footwear distributor for Birkenstock and its related brands. For the last 20 years, it has developed its French business-to-business (B2B) distribution network through partnerships with multi-brand websites such as Spartoo and Sarenza. In 2011, C2B shifted market development efforts to its business-to-consumer (B2C) network with the launch of nos-sandales.com, an e-commerce site dedicated to the Birkenstock brand.

This shift in approach meant that C2B now faced demanding online consumers in a mature market. Nos-sandales.com has close to 600 basic products, with 10,000 variations, and serves over 30,000 consumers in France. To turn these consumers into loyal customers, C2B focused on

product variety and service quality. And for that it needed to implement customer relationship management (CRM) processes and tools.

The Solution: Sugar Professional

C2B wanted a solution that could analyze customers and orders, segment its market and create targeted campaigns, support quality customer service, automate information flows, and optimize the customer's transaction path while online. After evaluating several solutions, C2B chose Sugar for its ease of use, ability to get up and running quickly, strong functionality, scalability, and an open architecture that enables customization for specific business needs. To assist with customization and integration, the company selected Sugar Gold Partner Synolia for its expertise in CRM and e-commerce.

Synolia integrated Sugar with three enterprise systems: Magento, an open source e-commerce platform, Emailvision, which generates targeted campaigns from Sugar data, and the QlikView Business Intelligence tool, which analyzes data from Sugar and other systems, creating key performance indicators for different areas of the business.

Today, C2B's Sugar solution enhances the online purchase process by logging all customer calls and immediately transferring the most important to a service agent. In

“ Integrating the Sugar solution with our e-commerce platform has enabled us to develop our B2C business, while promoting a quality customer relationship. Our product return rate has decreased and the customer is now the center of attention. ”

Floris Walter
Customer Service Manager
nos-sandales.com

addition, customer call logging provides an important source of leads. It also enables nos-sandales.com to monitor customer behavior before and after purchase. First-time customers receive a courtesy phone call or email and the solution also has an alert system that flags large orders so they can be reviewed for potential fraud.

Business Benefits

With the integrations completed by Synolia, C2B's use of Sugar quickly generated positive ROI through lower costs, a higher customer conversion rate, and increased customer loyalty. A team of two customer relationship managers can handle 30 to 40 requests per day, optimizing customer satisfaction. And, C2B can now measure the level of customer satisfaction and improve the user experience, reducing customer churn.

"With the integrations by Synolia, Sugar enables us to really get to know our customers and support them more effectively," concludes Floris Walter, customer service manager for nos-sandales.com. "Synolia combines CRM and ecommerce expertise in a way that provides a definite competitive advantage and that translates into success for our business."

About C2B International

C2B International is the exclusive French distributor for the various brands licensed by BIRKENSTOCK (Birkenstock, Papillio, Birki's, Tatami, and Footprints). Nos-sandales.com is C2B's direct-to-consumer e-commerce website for BIRKENSTOCK.

About Synolia

Synolia was SugarCRM's first Partner worldwide and first Gold Partner in Europe in 2010, and the EMEA Most Valuable Player 2011. Synolia serves more than 250 companies in France by implementing their CRM solutions via self-hosting by the client or through SaaS. Client users range from five to several hundred users. A major partner in France, Synolia also provides the official French translation of the solution, manages the francophone community, and offers a variety of value-added services (configuration, development, application maintenance, hosting, training, etc.). Its business is to understand the business and processes of its customers in order to provide them with an optimal installation of SugarCRM by maximizing the success factors of their CRM project. Like many businesses in France and Europe, you can trust your project to the real experts in CRM—since 2004. Synolia is based in Lyon and Paris.

For more information, go to www.synolia.com / www.europeansugarcrmalliance.com

Company Profile

Headquarters:
SAUSHEIM,
Haut-Rhin - France

Founded: 1993

Company Description:
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Website:
www.nos-sandales.com

Solution:
Sugar Professional

Solution Partner:
Synolia

SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

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04-12-055

