

OQEMA

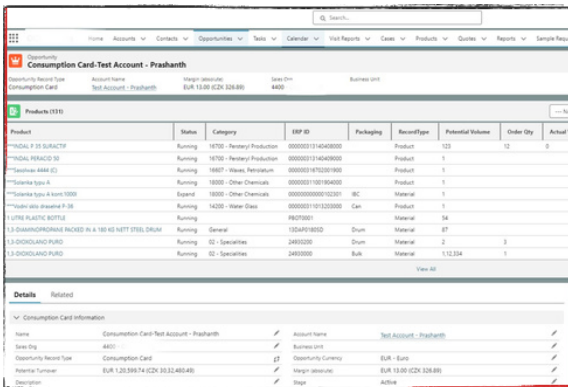
Enhancing Sales Efficiency and Mobility for OQEMA

Case Study

OQEMA

OVERVIEW OF THE COMPANY

OQEMA is a leading chemical distributor based in Germany, with a global presence and a diverse portfolio of products and services. OQEMA's sales team is responsible for managing complex customer relationships and delivering customized solutions across various industries and markets.



Product	Status	Category	ERP ID	Package	RecordType	Potential Volume	Order Qty	Actual
Product 1 (1)	Running	16702 - Resin/Production	000000011670200000	Product	1	12	9	
Product 2 (1)	Running	16702 - Resin/Production	000000011670200000	Product	1			
Product 3 (1)	Running	16677 - Water, Petroleum	000000011667700000	Product	1			
Product 4 (1)	Running	16000 - Other Chemicals	000000011600000000	Product	1			
Product 5 (1)	Running	16000 - Other Chemicals	0000000000000000	Material	1			
Product 6 (1)	Running	14200 - Water Glass	000000011420000000	Mat.	1			
Product 7 (1)	Running	16027001	16027001	Material	34			
Product 8 (1)	Running	General	1204110000	Drum	Material	87		
Product 9 (1)	Running	1611 - Specialties	16110000	Drum	Material	2	3	
Product 10 (1)	Running	1611 - Specialties	16110000	Drum	Material	1,112,124	1	

CHALLENGES

1 Limited mobility

The sales team had to use desktop computers or laptops to access customer information and sales data, which restricted their flexibility and mobility, especially while traveling or visiting customers.

2 Outdated data

The sales team had to wait for data synchronization or manual updates to get the latest information on customer needs, preferences, orders, and feedback, which affected their responsiveness and accuracy.

3 Inefficient processes

The sales team had to spend a lot of time and effort on administrative tasks, such as entering data, generating reports, and creating proposals, which reduced their productivity and focused on selling.

SOLUTIONS

OQEMA recognized the potential of Salesforce as a powerful and flexible platform to enhance their sales processes and mobility. OQEMA had already implemented some customized solutions on Salesforce, such as:



Product Showcase

A product catalog that allowed the sales team to browse and select products based on customer requirements and availability.



Cost Calculation

A pricing engine that calculates the optimal prices for each product and customer segment, considering various factors, such as volume, discounts, and market conditions.



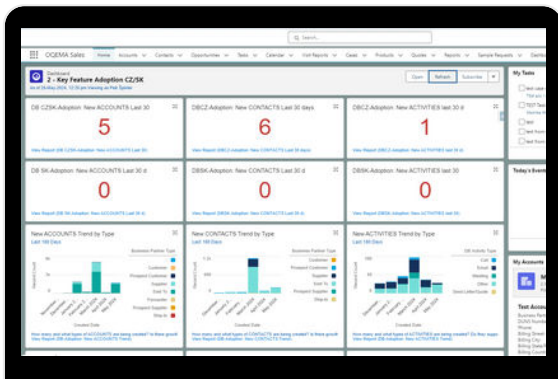
Personalized Client Proposal

A proposal generator that created professional and personalized proposals for each customer, based on the selected products and prices.

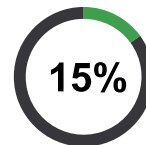
Salesforce Integration Success in the Chemical Industry

A complete CRM Sales solution for Chemical Industry!

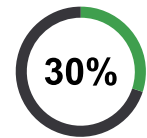
RESULTS ACHIEVED



Increase in sales revenue in the first six months after the integration.



Reduction in sales cycle time, from initial contact to closing the deal.



Increase in customer satisfaction ratings, based on surveys and feedback.



Increase in sales team engagement and satisfaction, based on surveys and feedback.

Testimonial

Implementing Salesforce CRM with Technorucs has been a game-changer for our operations at Oqema. The team has demonstrated agility and proactivity, enhancing our business growth trajectory with additional value and expertise. They have been working for over a year, consistently meeting business expectations and delivering remarkable outcomes.



Thorsten Kunz
Director Sales Digitalization
OQEMA, Germany

CONCLUSION

OQEMA is a prime example of how Salesforce can transform the sales processes and mobility of a chemical distributor, by integrating customized solutions with the Salesforce mobile app. By partnering with Technorucs, OQEMA achieved a seamless and successful integration, which resulted in increased sales efficiency, effectiveness, and satisfaction.

If you are looking for a Salesforce partner who can help you integrate your solutions with the Salesforce mobile app, or who can create customized solutions for your unique business needs, contact Technorucs today.