

CASE STUDY

Process Orders from Big Customers 70% Faster



Frans Bonhomme is the leading French distributor specialised in Public Works, Construction and Outdoor Fixtures and Fittings. They offer a wide range of products and services, and over 400 sales outlets in France and Spain.

Before Sales Layer

Before using a PIM system, Frans Bonhomme's organization suffered from a lack of efficiency and productivity. When it came to responding to the necessities of large customers like ACCIONA, their main problem was a very slow processing of orders, besides duplicated purchases.

Frans Bonhomme got in touch with Sales Layer at a critical time for them. As an ACCIONA supplier, they had a connection set up with the customer to sell their products and receive incoming orders.

But it was obvious that something had to change the day that their internal system failed and it took several days to fix. During that time, Frans Bonhomme could not fulfill any orders.

+100,000 Customers

400 Affiliated offices

+40 Years of experience

+40,000 Products

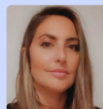
Why Sales Layer?

Integration with Sales Layer was spectacular and took place in record time.

Thanks to the support of Sales Layer, Frans Bonhomme's team managed to create a catalog, connect it with ACCIONA, and re-start the sales project in a matter of hours. There have been no further incidents since they started to use Sales Layer Connect.

Working with the PIM system has meant a radical change in the way Frans Bonhomme's team works. They now use a 100% reliable, foolproof system for updating the catalog and for processing orders as an ACCIONA supplier.

"We've gained in efficiency and speed. There's no more confusion or delays: the customer places the order and it arrives directly to our ERP software."



Marta Ayala
Sales Manager at Frans Bonhomme



“Thanks to Connect by Sales Layer, we have been able to access a very flexible PIM system where we can add much more product information than before. The flexibility for creating catalogs for different environments is incredible. We are very pleased.”

Daniel Marin
IT Manager at Frans Bonhomme

With Sales Layer

Product management for Frans Bonhomme’s team has improved exponentially: from working only with their ERP software to having all the data centralized in the PIM system. Now the data is always ready to export to catalogs for customers, Excels, CSVs, and even to Frans Bonhomme’s ecommerce site.

They can create and update catalogs way faster. Before Sales Layer, making a simple data change took extraordinary effort. With the PIM system, the purchasing department simply enters the data in the ERP software, and Sales Layer collects it and generates the catalogs automatically.

As ACCIONA suppliers, the process has improved significantly thanks to Sales Layer Connect: the customer

places the order and it arrives directly to Frans Bonhomme’s ERP software, so that it can be processed by the corresponding warehouse.

In addition, each customer can see the product features and analyze if they meet their needs, in addition to seeing the price and available stock.

- ✓ Orders processed in 24 hours instead of 3 days.
- ✓ Catalogs created in days instead of months.
- ✓ Sales and incoming order processes unified into one channel.
- ✓ Product data updated in real time.
- ✓ Catalogs adapted to the needs of each customer.

Discover Sales Layer for yourself and see what it could do for you

Just powerful, fully-featured PIM, free for thirty days.

Try it for free →