



Eurogamma S.p.A..

Project co-financed under Tuscany POR FESR 2014-2020

“Innovation for Eurogamma – a business intelligence system”

The project consists in the implementation of business tools and market intelligence necessary to make the communication relationships with our customers more efficient and profitable, improve the sales service, propose customized sales promotions and create a commercial channel that speeds up the selection process of the products and purchase of the same. This approach was necessary in order to promote the products that the company markets, represented by aftermarket parts. The project was designed to allow the company to equip itself with instruments that guarantee the effective use of databases, managed by companies specialized in the sector, allowing its "on line" customers to enhance the search for items offered on the market and to identify the article of interest within the Eurogamma offer.

The project was used by the company to intervene more aggressively on the choices of the customer in a proactive manner, as well as offering its customers a range of products that the customer can view from the site online, without adopting a planned commercial strategy and structured on the stereotype of customers, designed by the inputs that the marketing intelligence system is able to provide.

The project consisted in the creation of a new IT tool, customized for Eurogamma, to offer customers an innovative way of selling via WEB

The objectives foreseen in the approved project and achieved, are the following:

- carrying out a functional analysis of the business organization of the company



- definition of the characteristics of the company's internal infrastructure - design of "evolved e-commerce"
- Improvement of the sales service and customer assistance
- optimization of the implementation times of the purchasing process

Results obtained:

Accomplished results

project executive / draft project

dynamic e-commerce platform - business intelligence tool

Integration of the e-commerce platform with a CRM