

isolutions[®]

brocki.ch

«With isolutions as our partner, we have developed a CRM that allows us to better identify our customers' needs and to celebrate success together with them.»

Jakob Amstutz, Managing Director

The Salvation Army Switzerland is a non-profit organization that operates 19 brocki.ch stores in German- and French-speaking Switzerland. Around 300 employees work for them. Its core business is trading in used goods. The money generated is used to support social projects of the Salvation Army.



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Secondhand macht glücklich

A CRM solution that tracks donations and purchases.

Initial situation

The Salvation Army's Brocki offer is making a strong progress, and the need for customer care is also growing. The Salvation Army would like to get to know its customers better in order to have

an overview of their business and to be able to operate in a more targeted manner. For this reason, brocki.ch approached isolutions with the task of developing a CRM system.

Solution

The central element of the CRM is the Brocki card. It is used for every donation of goods and for every purchase. For donations, the value and type of goods are recorded. The donation is credited to the donor's card. For purchases, the card is used as in retail stores. It is scanned before payment and all information is recorded in the CRM.

The customer was at the center of the solution. isolutions integrated the POS system according to Dynamics365 with Azure Web Services. A highlight was the mapping of the donation process with PowerApps. For this purpose, an app was built that allows the donation volume to be retrieved at any time in any branch.



Benefits

- CRM not only helps The Salvation Army to know its customers better. The customers also benefit. The Salvation Army can communicate directly with them and, for example, send them new vouchers when they have collected enough Brocki points.
- The Salvation Army can now call up the current donation status at any time and from anywhere.



measurable donation data



scalable model



customer is at the center

Partner profile

#weshapethefuture

Founded in the civil defense cellar by three visionaries from the Bernese Oberland, isolutions has been accompanying companies into the digital future since 1999 as the largest dedicated Microsoft one-stop-shop in Switzerland. We integrate Microsoft services in a way, that adds value and has a positive change in the corporate culture.

Supported by over 200 passionate minds consisting of business and technical consultants, change makers as well as software developers, architects and cloud natives, we are driven to peak performance by our customers and their challenges. Together with customers from different industries, we build the bridge to the tech giant Microsoft. All with one goal: To create the best employee and customer experience in order to achieve competitive advantages.

Customers love our inspiring corporate culture, which is contagious. It successfully supports and overcomes organizational or technological challenges. Together with them, we shape the future of teams, products, companies and entire industries.

Locations

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