



isolutions

Swissgenetics

«The broad knowledge and quick comprehension of isolutions made it possible for Swissgenetics to carry out a product-neutral requirements analysis with the Swissgenetics teams and to prepare the tender documents. Although Swissgenetics is still at the beginning of its CRM journey after this project, it would not have been possible to select the right product and provider for Swissgenetics without isolutions.»

Fabian Stauer, Teamlead ICT

Swissgenetics is the leading partner for sustainable progress in cattle breeding, with a clear mission to provide its customers with the best cattle genetics for their production conditions. Through internationally competitive genetics programs and the distribution of high-quality Swiss genetics, the company makes a significant contribution to value creation in domestic cattle breeding. The quality of its services, from professional semen transfer to the ethical handling of animals, consolidates Swissgenetics' position as market leader in Switzerland. With around 360 dedicated employees, Swissgenetics is committed to the long-term success of its customers.

Thanks to the close collaboration with isolutions, Swissgenetics was not only able to document and optimize existing work processes, but also promote a long-term customer focus. The efficient documentation and improvement of working methods enable Swissgenetics to meet customer needs in a more targeted manner. As a result, Swissgenetics not only achieved internal process improvements, but also increased the benefits for its customers, leading to a sustainable strengthening of customer loyalty.

Initial situation

Swissgenetics is a leading company in Switzerland specializing in the provision of high-quality animal genetics and breeding advice. As an important player in Swiss agriculture and livestock breeding, Swissgenetics focuses on livestock breeds. The sales representatives advise their customers closely and, in addition to genetics, also sell services and farm supply products for livestock farms. Previously, the organization of visit schedules and customer information was managed individually by the sales force, often using individual Excel lists, analogue index cards or notes. This way of working led to various challenges. The information was not centralized, which meant that customer-specific knowledge did not systematically flow back into the company. In addition, sickness or vacation replacements were associated with considerable organizational effort.

To tackle these problems and make the day-to-day work of the sales force easier, Swissgenetics decided to evaluate modern CRM software and find a suitable project partner. The aim was not only to improve order processing, but also to promote proactive customer care. The chosen software should not only meet the company's current needs, but also take future developments across different departments into account.

Solution

After a successful kick-off, Swissgenetics has defined the roadmap for the CRM project with isolutions. The main focus is on the sales force and insemination team. In order to gain a comprehensive understanding of both areas, their day-to-day work was documented through Gemba Walks. From morning planning with analog index cards to appointment and route planning to customer contacts - isolutions accompanied the entire process and recorded challenges and workflows. In workshops with the field service and insemination team, the insights gained were processed and modeled into future work processes.

The working methods of other internal teams such as Finance, Administration, Genetics, Production, IT, Smart Farming, Marketing and International were also incorporated into the analysis process. This made it possible to create a comprehensive big picture for long-term customer orientation and future tools. It was particularly important that existing data did not have to be recorded twice. isolutions successfully took into account the existing data sources and prepared them visually for the tender documents so that all providers could understand the situation and develop solutions.

The isolutions consultants' quick comprehension was essential in order to understand the industry and its specific terminology. This was the only way to design efficient workshops and clearly present the relationships between data and processes in the tender documents. After the analysis phase, the information gained was prepared in the tender documents and the requirements sheets so that the Swissgenetics project team could send the documents to the providers. This makes it easier and quicker to reach the final decision after reviewing the submitted offers and dedicated provider presentations. Since June 2023, Swissgenetics has been supported by a Salesforce solution, enabling it to systematically maintain and increase customer loyalty.

Benefits

- Efficient recording and documentation of existing working methods and initial process optimization.
- Evaluation taking into account and promoting long-term customer orientation and future technologies.
- Ensuring a neutral provider and software selection through the structured approach of isolutions.

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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