

4infinity

Differentiated Experience Requires Configurable Software

Business Overview

4infinity provides digital deployments, services and solutions to high-end retailers across Europe. It delivers centralized management of in-store experiences, ensuring each shopper has an impactful engagement with the products or offerings — one that is consistent across all locations. As the use of technology in premier retail shops increases, the need for oversight and rapid modification requires a new standard. 4infinity is well-positioned to satisfy this growing market, validated by its proven success with customers like Yamaha and Orange Belgium.

Challenges

In this digital age, companies seeking to leverage their storefronts want a single point-of-contact to oversee the technical elements in all locations. This is where 4infinity comes in with in-store deployments that reduce management and technical support. It is a complex business model, serving clients in over 50 countries with the highest level of execution while addressing rapidly shifting demands and cultural differences.

“All of this work happens within a very tight timeline, sometimes just 24 hours. No CRM on the planet could manage all that. Except Agiloft.”

— Greet Verellen,
CEO of 4infinity

To maintain its success, 4infinity required a non-traditional customer relationship management (CRM) software solution that could capture all the intricate details of its operations: centralized, real-time reporting to customers; up-to-date request and inventory tracking to 4infinity service people; accountability to

headquarters; and communication lines between all key stakeholders. Moreover, it was unwilling to invest in a solution without real-world proof that it would meet its requirements.



Industry

- Technology Services

Challenges

- All other CRMs on the market had failed to satisfy its business needs
- Required one system to manage all customer support and reporting as well as synchronized deployments across multiple countries
- Low-cost or no-cost system required as budget has been depleted by prior solutions

Agiloft Solution Benefits

- Developed a customized CRM that achieved its vision at zero cost
- Increased employee productivity by 2,000%
- Realized direct profits from licensing the system to customers

Date of publication: 7/6/2018



The Search

4infinity CEO Greet Verellen recounts the selection experience: “We tried every CRM on the market: PeopleSoft, SAP, Zoho, even spreadsheets. None of the applications suited our business model. If we’re going to provide the best service possible to our clients, we have to effectively manage local crews in each country of operation, offering instructions in the crew’s regional language. Then, these crews need to be able to cross-talk with each other across borders and dialects. They also need to update 4infinity headquarters and the customer on their progress with real-time images and notifications. All of this work happens within a very tight timeline, sometimes just 24 hours. No CRM on the planet could ever manage all that. Except Agiloft.”

After over a year of attempting to make another vendor work, Greet and her team decided to try out the free version of Agiloft. They configured it to their unique specifications until it became the tool that they had envisioned. Greet shares, “This is the only application that really allows you to experience its functionality without incurring any upfront cost. We’ve been using it for three years and have never paid a penny for implementation services. The system just kept allowing us to do more, modifying it to our needs, and it never said ‘Stop, you’ve gone too far.’ It allowed us to be creative and now, it’s a pivotal part of our business.”

The Project

4infinity initially implemented Agiloft to see how it would differentiate from other CRMs. The team began experimenting with the free trial. Without any background in programming, they created a database for managing the local teams. Next, they incorporated statements of work and began to expand the application. Through the available training on the Agiloft website and the built-in guidance within the system, 4infinity never had to hire a programmer to build their fully functional business solution.

With Agiloft, 4infinity launched their Yamaha Motor Company Europe program in over 3,000 dealerships in 28 countries. All the locations are linked through 4infinity’s self-built system providing visibility to the digital lifestyle elements in every store. When Greet goes to a steering committee meeting with the customer, the Agiloft system automatically generates reports on completed deployments, maintenance response times and other key metrics. 4infinity has even added fields related to dates and times they were on site, demonstrating to the client their commitment to proactive support.

Solution Benefits

Prior to Agiloft, a project manager (PM) could oversee 5-10 stores at any given time. Now, that same PM can oversee 300 stores with an overview of all activity. In

“The system just kept allowing us to do more, modifying it to our needs, and it never said ‘Stop, you’ve gone too far.’ It allowed us to be creative and now, it’s a pivotal part of our business.”

— Greet Verellen

the year that the company attempted to use other CRM solutions, it completed approximately 250 deployments. Now, with Agiloft, it completes 5,000 within the same time-period with only a few more team members.

“It’s hard to report our ROI for the Agiloft solution because first off, we never paid for it until we outgrew the free licenses. Second, it’s integral to all parts of our business. With our core model built on Agiloft, we are doing a multitude of things that we could not have done otherwise. It’s even instrumental in our sales cycle. When we go out to meet with a new client, we show them the capabilities and every time, they want to have it,” Greet explains.



At this point, the benefits of Agiloft become exponential because those new customers purchase licensed access to the system, allowing 4infinity to turn its implementation into a salable product that customers are demanding. With Agiloft, 4infinity offers a differentiated service across Europe, one that can scale endlessly with demand.

Let Us Show You

What Agiloft has done for 4infinity, it can do for you. Let us show you how. In a few hours, we can set up a custom proof of concept featuring your toughest business process. Give us a call to schedule a time.

About Agiloft, Inc.

Over 3 million users at organizations ranging from small enterprises to U.S. government agencies and Fortune 100 companies depend on Agiloft's top rated product suites for [Contract Management](#), [Service Desk](#), [Custom Workflows](#), and more. Agiloft specializes in automating processes that are too complex for competing vendors. Our best practice templates and adaptable technology ensure rapid deployment and a fully extensible system. For more information, visit <https://www.agiloft.com>.

About 4infinity

Headquartered in Geel, Belgium with resources located throughout Europe, Middle East, North America and Asia-Pacific region, 4infinity offers consistent, predictable, and comprehensive installations across the world for retailers, technical partners and global Fortune 500 companies. 4infinity provides a total solution including centralized service dispatch, SLA contract management, and project management. For more information, email info@4infinity.com or call +32 3 808 71 45.