Grupo Ultrafemme: Redefining Customer Care in Luxury Retail

Mexico's Grupo Ultrafemme is a market leader in the luxury retail sector. With its team of highly trained experts in its various product categories, the company has gained extensive knowledge of its consumers and expertise in customer care. After implementing the SAP® CRM rapid-deployment solution, Grupo Ultrafemme expects to develop **a more efficient system for managing its customers and its purchasing processes.**

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Gaining insights and improving customer care

With the SAP CRM rapid-deployment solution

Objectives

- Centralize customer information on a single platform
- Obtain detailed insights into customer spending behavior
- Relate marketing strategies and campaigns to customer information
- Improve response times and quality of service

Why SAP

- Prior experience with the SAP ERP application
- Fast implementation of the SAP CRM rapid-deployment solution
- Highly trained consultants
- Solution based on best practices and providing predefined content

Benefits

- More efficient organization of customer databases
- Better controls and standardization of tasks
- Information that can be used for marketing campaigns and strategies

Future plans

- Implement the software's loyalty management functionality
- Continue to improve customer service

"We needed a platform that would enable us to centralize all of our information and that we could use both to store demographic customer data and to generate a history of our contact with each customer."

Claudia Altamirano, Manager of CRM and Digital Marketing, Grupo Ultrafemme

Company
Grupo Ultrafemme

Headquarters
Cancún, Mexico

Industry
Retail

Products and Services
Perfumery, cosmetics, skin treatments, jewelry and watches, accessories and leather goods, and fashion items

Web Site
www.ultrafemme.com
www.ultrajewels.com
www.luxuryavenue.com

Partner
SAP® Consulting

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