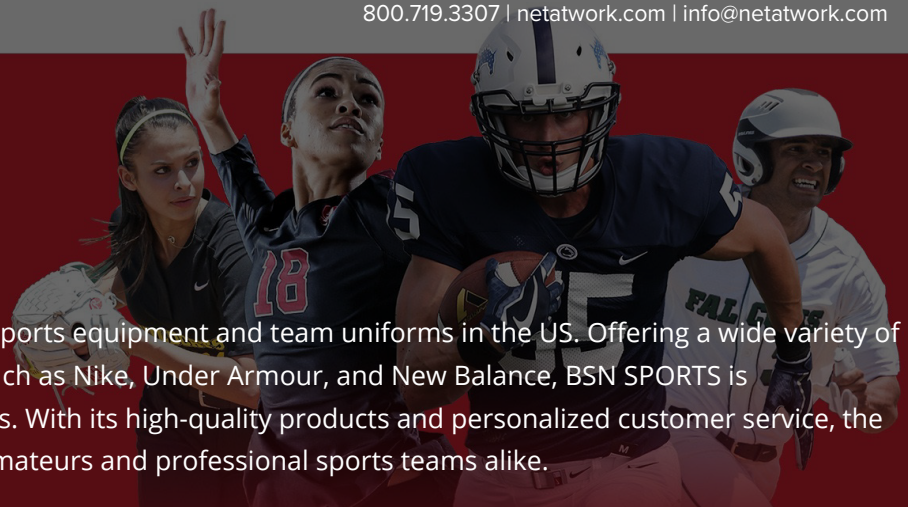




BSN SPORTS™

BSN Sports is the biggest online distributor of sports equipment and team uniforms in the US. Offering a wide variety of sports apparel of leading sportswear brands such as Nike, Under Armour, and New Balance, BSN SPORTS is acknowledged as Best Supply Network in Sports. With its high-quality products and personalized customer service, the company supports sports endeavors of both amateurs and professional sports teams alike.



PRODUCT:

Sales Creatio, Marketing Creatio, Service Creatio

INDUSTRY:

Sports equipment and apparel, e-commerce

REGION:

USA

CHALLENGE:

BSN Sports envisions itself being a customer-centric company offering personalized service and exceptional customer experiences with the help of user-friendly online store and top-notch field sales specialists. However, the tools used by a company weren't efficient enough for service excellence in the environment of a continuously expanding business. The lack of automated business processes and the complexity of existing data management system was limiting employee productivity. Due to this, operational costs spent on customer services were too high. **BSN Sports** needed easy-to-use, easy-to-customize system to automate its internal processes, improve customer engagement, and increase marketing, sales and service efficiency.

BSN Sports had the following requirements:

- Agile platform which allows to set up comprehensive workflows for different departments without IT involvement
- Easily customizable system to adjust processes to dynamically changing business needs
- Data alignment between different company's departments for more effective product promotion and improved customer service
- The ability to successfully manage leads coming to the online store from different sources.
- Automated product return workflow for optimized customer experience
- Effective tool to carry out multichannel customer analytics
- IP telephony solution integrated into CRM system

SOLUTION:

- Self-sufficient case management workflows created with low-code technology enabling employees to easily manage product returns process
- Full sales cycle automation for territory managers, enabled with the help of dynamic case management features and customized workflow to manage field sales, including pre-configured system reminders and follow-up notifications
- Ability to design custom business processes for efficient products return monitoring
- Unified customer database enabling effective customer data management across diverse teams
- Effective lead management to capture and track leads coming from different channels
- Preconfigured contact folder rules to automatically assign leads to best suited managers
- Marketing campaigns automation - creating bulk and trigger email campaigns based on registered numbers of customer requests
- Personified targeted promotions and sales ads campaigns implementation
- BSN Webshops data management
- FedEx integration to control 2 sales workflows: shipments & returns
- Integrations with 2 other secondary data repositories
- Integration with Mitel telephone solutions for effective customer contact center operations
- Effective event management tools.

BUSINESS OUTCOMES:



Increase in sales
by **10 %**



Case processing time
decreased by **45%**



99% of employees use
the system daily

Implementation of Creatio enabled BSN Sports to take better control of its business processes, improve customer engagement and streamline customer service. BSN sports deployed Creatio platform for more than 10 internal teams throughout sales, marketing, and service departments. In the future, the company plans to further expand the system's functionality in a number of ways, for instance, by integrating with social channels to carry out promo campaigns and customer interactions effectively via social media.