

Acelera
pyme



Best practices study.

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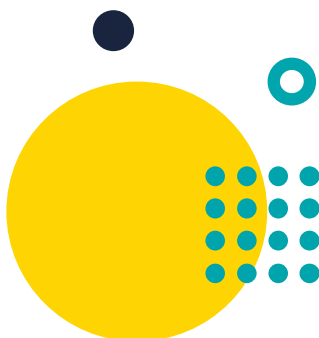
Best practices study.

The best practices study aims to present a successful case of a company that has started its path towards a digital business with the purpose of digitizing the after-sales process.

Accés Grup is a company specialized at national level in carrying out operations in the most remote areas in the sectors of various industries, such as oil, nuclear, chemical, wind, mining, naval, civil works and building.

For the development of this study, we have taken as a starting point the identification of the concerns of SMEs from various sectors, which expressed their interest in learning about good practices in the areas of customer management and electronic invoicing, among others.

Throughout the study we tell you how they have managed to significantly improve the after-sales follow-up of their services, as well as the relationship with their customers.



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Information about the company.

WEBSITE >

<https://accesgrup.com/>

YEAR OF FOUNDATION >

2005

LOCATION >

C/ del Cobalt, 87 08907
Barcelona

NUMBER OF EMPLOYEES >

30-40

TYPE OF COMPANY >

Limited Liability Company

MAIN ACTIVITIES >

Offers services and technical solutions in
hard-to-reach places

SECTOR >

Construction

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Problem or need

Once a service had been offered to a (potential) customer, the need to carry out a **correct after-sales control** was detected due to the importance of establishing an **easy and effective contact** with the customer. They considered it essential to maintain fluid communication with their customers after making a sale of a service, whether to **provide support, resolve incidents or receive comments**. For this purpose, they found it insufficient to **simply record in documents or disperse information in various** inbound and outbound channels.

They wanted to **consolidate the after-sales process** through a single channel in order to **optimize customer service, improve responsiveness and problem resolution**, and provide a more satisfactory and consistent experience for their customers. For this reason, they requested the help of the **Kit Digital Program** and specifically, the **customer management** solution. Thanks to this implementation, they were able to obtain the necessary level of control and the ability to successfully carry out centralized tracking.

Implementation process and solution

The implementation of the digitalization of the after-sales process with customers has been carried out in a methodical manner by **channeling all inquiries through a unified program**. This approach has resulted in improved **fluidity and ease of contact**, consolidating management in a single entity.

On the other hand, the choice of the **Digitalizing Agent** was based on their **previous experience and knowledge**, given that prior to their request for assistance through the Digital Kit Program, they had already collaborated with this Agent. The determining factor was their previous familiarity with the supplier, which allowed a **solid understanding of the objectives sought and generated confidence** in the contact process established.

Additionally, the implemented program has been **customized and adapted to the specific needs** of Accés Grup, avoiding standard solutions. This choice has guaranteed an implementation perfectly adjusted to the requirements of the SME, thus facilitating a **comprehensive and efficient management** of both customers and services offered.



“We have achieved a fluidity and ease of contact with the customer in a single management.”

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Challenges or barriers

Accés Grup demonstrated a clear vision of the technological requirements to meet their needs, overcoming significant obstacles without major difficulties. Although they faced **bureaucratic challenges** in obtaining the digital voucher, their determination and unwavering focus on establishing an efficient after-sales channel paid off, allowing them to take full advantage of the **benefits of the system implementation**, and reaffirming their commitment to **continuous improvement** and customer satisfaction.

Results

The implementation of the after-sales process control system through a single channel has brought them both short- and long-term benefits.

In the short term, the company has experienced greater ease in obtaining direct **feedback from customers**, allowing them to respond **quickly and efficiently** through a **single channel**, which significantly **improves customer service and streamlines communication**. In addition, the digitization and centralization of information **has avoided dispersion in multiple channels**, **eliminating dependence on physical documents**, simplifying management and streamlining internal processes.

In the long term, the potential benefit of **automated invoicing** is being evaluated, which would allow **invoices to be processed directly** after the service is completed, **without the intervention of an accounting service**. If successfully implemented, this automation would provide **greater ease** for both Accés Grup and its customers, **simplifying processes and improving the overall experience**. However, a thorough analysis is required to ensure the correct delivery of invoices through the application and avoid delays in payments.

Thanks to these advances in customer management and customer experience, they have been able to contribute to the overall growth and success of their company.

“This has been the test of an entire department and it is working perfectly.”

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Recommendations for other SMEs

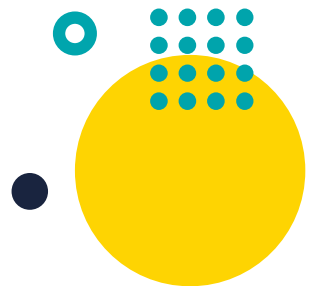
For any SME that aspires to take advantage of European funds, they recommend, first of all, to ensure that they have **adequate advice** and a dedicated person to manage all the **administrative procedures** in an **agile manner**. This measure will guarantee the fulfillment of all the necessary requirements and will maximize the benefits of the aid.

In addition, Accés Grup states that it is essential to have an **innovative and promising idea** that can generate both **short- and long-term** benefits. They state that not taking action and not taking advantage of the available resources could result in the loss of growth opportunities and competitive advantage for the company.

Future plans

Since the implementation of the after-sales process control system has been a successful test for the department, they are now exploring the possibility of **extending this digitalization to the entire company, including the production side**. The aim is to avoid the use of paper and dispersion across multiple channels, and instead manage everything in a single application. This will make it possible to provide the best possible customer service in the shortest possible time, thus facilitating internal management and improving efficiency. The complete digitalization of the service will open up opportunities to discover additional services and further optimize processes, to the benefit of both the company and its customers.

The best practices study has shown how, with the right steps and a good idea, they have been able to meet their needs. As a result, they have optimized their after-sales service, and have considerably improved their relationship with their customers.



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