

Fey, global steel company, **invests BRL 80mm in growth** strategies and implements Salesforce

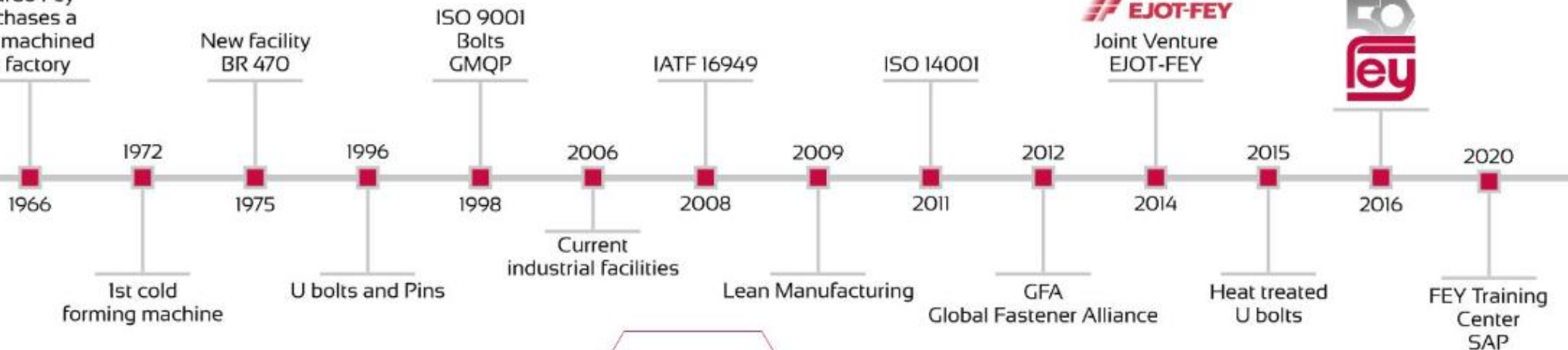
About the client

Fey, recognized as one of the largest manufacturers of fasteners (nuts, bolts, center pins, clamps, etc.) in Brazil, was founded in 1966, initially under the name 'Metalúrgica Fey'. After a recent rebranding process, the company continues to stand out in the market, heavily investing in technology.

and automation, a strategy that enables them to produce approximately 2,000 tons of products each month. In 2022's fiscal year, Fey reported a revenue of R\$ 500 million, supported by a workforce of over 750 employees.



Ricardo Fey purchases a small machined nut factory



Business challenge

The customer encountered a challenge in the absence of a platform capable of unifying and aligning their marketing strategies with sales and post-sale initiatives. The existing ERP system failed to offer an integrated and holistic perspective of the customer, creating a gap that obstructed Fey from gaining profound insights into and effectively addressing each customer's unique requirements. Consequently, this limitation hindered the pursuit of excellence in their customer relationship operations.

The Strategy

Salesforce's CRM platform allows businesses to manage customer interactions with data under the objective of growing one's business. In today's competitive business landscape, adopting Salesforce CRM is essential to handle all customer relations, gain customer insights and enhance productivity.

BRQ's extensive experience as a salesforce consulting firm was a deciding factor for the implementation of their CRM. As a Salesforce Platinum Partner, our team includes over 170 certified Salesforce professionals, and we have an acclaimed track record with over 200 satisfied clients and the successful delivery of 300 projects.



Results and impacts

Fey, with the support of BRQ, chose to implement Salesforce's CRM to address its business challenge. The project, focused on new technologies, amounted to an investment of R\$ 80 million, as part of a broader effort to drive the company's growth. BRQ worked closely with Fey on the integration of Salesforce's CRM with the existing SAP software to create a more integrated and effective customer service strategy

“The CRM has embraced a very important part of the company that was not covered by our ERP and provides the consolidation of marketing strategies with sales, post-sale, and customer relationship initiatives, offering more visibility, control, and the implementation of new actions. This way, we can understand the details and needs of each customer, turning a simple experience into something extraordinary,” - Bruno Inácio da Maia, responsible for marketing and new business segments at Fey.



80 million BRL invested for growth;



Enhanced visibility: detailed and integrated view of each customer, facilitating data-driven decision-making;



Enhanced control over marketing strategies and business initiatives;



Quick implementation of new actions, optimizing customer relationship.;



UX: transformed the customer experience and met individual needs more efficiently.

Would you like to know more?

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