



sellify customer testimonials

sellify
Nichts leichter als das.

Digital lead detection with sellify and SnapAddy

.....

LÜTZE is a specialist in automation technology with solutions in the areas of highly flexible cables, connection technology, interface, intelligent current monitoring, control cabinet systems as well as in railroad technology. The ultimate goal is to increase the performance of customers' systems with sustainable products and solutions. LÜTZE is now taking the next step in digital lead recording to make the process even simpler and more automated.

Efficiency in Automation - LÜTZE-Lösungen im Überblick

LÜTZE schafft Werte durch Effizienz.
Wir geben Anreizen und setzen Wege für einen verantwortungsvollen Umgang
mit den Ressourcen, mit unserer Umwelt und letztlich unserer Zukunft.
Efficiency in Automation



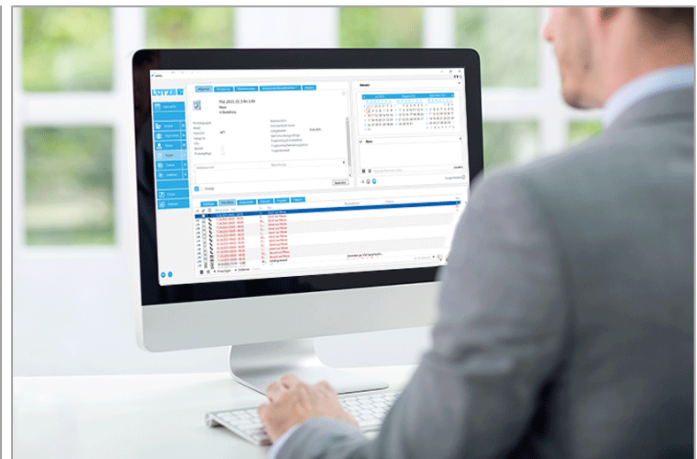
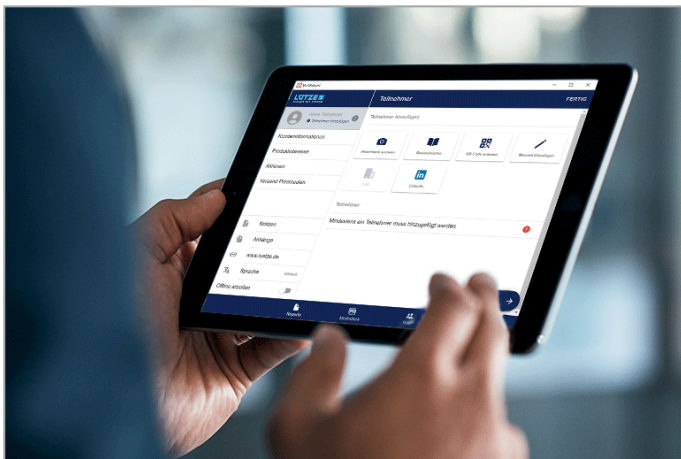
sellify in the industrial sector.

Friedrich Lütze GmbH about sellify..

Cable Solutions
Hochflexible Lösungen für den Maschinenbau
Seite 8 - 11

Connectivity Solutions
Plug & Play im industriellen Ethernet
Seite 12 - 15

Cabinet Solutions
Das Komplettsystem zur übermässigen
Optimierung des Schaltwerks
Seite 16 - 19



Initially, the two systems "SnapAddy" and "sellify" worked autonomously. In SnapAddy, the visit reports and the trade show booth visitors as well as their interests, profile characteristics, and requests for offers and information material were documented. Subsequently, the responsible employees manually transferred this information to sellify and manually created the resulting tasks in sellify. For the responsible persons, this meant a high workload and time expenditure. This led to the urgent requirement for an interface between sellify and SnapAddy.

Then in 2022, Friedrich Lütze GmbH commissioned the sellify team to develop such an interface. This now ensures automatic transmission of the captured information from SnapAddy to the relevant areas in sellify, recognizing existing visitors even as duplicates. In addition to the visit reports and contact as well as profile information around the booth visitors, tasks are also automatically created and assigned to suitable group work baskets.

This significantly reduces the amount of follow-up work required for trade fair visits and allows those responsible to process the information much more quickly. Tasks and their processing status can be tracked in sellify right from the start, are not lost, and trade show visitors receive information materials, offers, or appointment suggestions shortly after their trade show visit.

Another resulting benefit is the detailed evaluation option of trade show reports in sellify, for example to initiate follow-up campaigns. If desired, these evaluations can even be sent automatically to previously defined recipients. With these new features, the satisfaction and acceptance of sellify in LÜTZE's sales department could be increased once again!