



sellify customer testimonials

**sellify**  
Nichts leichter als das.

**"We can recommend  
sellify to everyone -  
except the competition."**

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With sellify, ALDISPLAYS can act and react uniformly, transparently and quickly - and adapt the software solution to changing requirements almost at will. A great advantage for the company.

## sellify in the trade.

A customer testimonial from ALDISPLAYS.

### Why ALDISPLAYS swears by sellify.

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ALDISPLAYS GmbH has been a successful full-service provider of advertising and sales promotion systems since 1995 and has worked with a CRM from the very beginning - initially with individual CRM software, which, however, reached its limits after a few years. At the same time, the demands on the company's own flexibility increased due to increasingly intense competition in the online and offline sectors. A new system was needed that could meet the high demands on functionality and flexibility: sellify!



**"Competent and always available - we liked that right away!"**

The experience from many years of sales and implementation was a significant factor for the entrepreneurs of ALDISPLAYS in deciding on sellify, because the takeover of around 20 years of CRM with third-party systems, including all contacts and documents, already represents a very special challenge.

But also the personal contact, the professional competence as well as the fast decision-making processes and the proximity on site in Cologne played a major role.

**"With sellify, we've become faster, more efficient and more personal."**

sellify has enabled ALDISPLAYS to clearly structure the flood of inquiries and orders, especially digital ones, and to organize them in a way that is comprehensible to everyone. A customized interface between the company's online store and ERP system has proven to be an absolute highlight for processing speed and accuracy.