



# SITspa

PRESS RELEASE

## SIT continues to invest in the “connected economy”: Crm Salesforce adopted

Padua, 19 November 2020 - The Cluetrain Manifesto, back in 1999, invited companies to operate in an increasingly interconnected way in what were called "conversational markets". Today this mindset - thanks to the expansion of technology - is the basis of many entrepreneurial business models, as well as an integral part of a company's values. This is demonstrated by SIT, a multinational group with headquarter in Padua and production plants all over the world (over 2,000 employees *worldwide*), which strongly believes in the **interconnection of data**: from smart meters that accurately measure the data of energy use and send it to the end-consumer, to the company organisation that is taking an increasingly "smart" path.

Part of this path is the choice of **Salesforce's CRM** (Customer Relationship Management), a technological platform that allows SIT to **focus on the customer and listen to his needs**, with the possibility of closely monitoring changes in his purchasing behaviour, which occur according to various factors; a metric that today becomes increasingly important to monitor and interpret.

"In combination with a major reorganization of our Sales and Marketing process, we started from the need to provide colleagues with a "digital enabler" that would allow us to **listen even more the customers** through a deeper knowledge of their needs and constant communication with them. At the same time, the new CRM allows us an efficient workflow, **digitizing sales processes to meet new customer needs and, at the same time, improving the go-to-market through decisions based on real and current data**.

When fully operational, Salesforce CRM will help us to spend less time on low-value activities, make our sales processes more efficient by reading constantly updated data, manage our know-how by making it available to colleagues and the company, and further improve customer relations through greater connectivity between sales, marketing and R&D departments," said SIT's Digital Transformation department.

Continuing to invest in the *connected economy* means, for SIT, being an active part of the circular economy, integrated to a unique vision of the customer and a unique vision of the business. At the technological level, the adoption of CRM goes in this direction: the wise and shared use of data enables its long-term sustainability, as information is reused as precious resources within an economic cycle that generates further value.



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At the moment the CRM Salesforce has been adopted by the entire Sales team of the Group's Heating division (which develops and produces control devices for boilers) and by the end of the year SIT's Strategic Marketing department will also be able to use the platform's potential. The expansion of Salesforce to the Smart Metering division is planned for 2021.

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The SIT Group, through its two divisions Heating and Smart Gas Metering, creates intelligent solutions for the control of environmental conditions and consumption measurement for a more sustainable world. A market leading multinational company, listed on the MTA segment of Borsa Italiana, SIT aims to be the number one sustainable partner for energy and climate control solutions for its customers, focusing on experimentation and the use of alternative gases with low environmental impact. The Group has production sites in Italy, Mexico, the Netherlands, Romania, China and Tunisia, in addition to a commercial structure covering all global markets.