

# Lapeyre

## *Sell more effectively across sales channels and accelerate order-to-delivery cycles with Cameleon*

With over 350 retail points of sale and 14 production sites, Lapeyre is one of Europe's largest Do-It-Yourself home improvement retailers. Lapeyre manufactures and sells a wide range of standard and custom windows, doors, kitchen and bathroom products.

Lapeyre has built its growth strategy based on offering a wide range of products through multiple, complementary sales channels: retail stores, specialized outlets for the construction industry, and online through [lapeyre.fr](http://lapeyre.fr) (B2C) and [lapeyrepro.com](http://lapeyrepro.com) (B2B).

To make their sales networks more dynamic and improve customer service, Lapeyre selected Cameleon.

Salespeople, subsidiary retailers and customers use Cameleon to search the Lapeyre catalog, customize doors and windows, check prices and place orders over the Internet.

**Cameleon automatically transfers all order information from the point of sale to their ERP system for fulfillment and sends engineering data for custom products to the factory for manufacturing.**



*“Cameleon provides us with a common, integrated solution from order capture to manufacturing to fulfillment, delivering secure, accurate orders regardless of the sales channel. Using Cameleon to publish electronic catalogs on our B2B and B2C websites, we’re able to quickly satisfy customer specific requests, while simultaneously increasing order reliability and product quality.”*

**LAPEYRE**

Jean-Louis Servent  
Chairman of the  
Management Board



# Challenge

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## Optimize selling processes to improve effectiveness

The Lapeyre sales teams sell a complex product offering, combining custom products (windows, doors, stairs) with off-the-shelf items. To capitalize on their domain expertise and increase productivity, retail salespeople and sales operations needed better access to product information through a high-powered and reliable sales support tool. They wanted to shorten the time required to train staff, improve overall sales efficiency and drive customer satisfaction through better quality advice.

## Cut cycle times and operating costs

Many Lapeyre products are made-to-order, and any order errors can result in cost overruns and customer dissatisfaction. To enhance the quality of service provided to B2B and B2C customers, Lapeyre had to ensure that each order was completely accurate and needed to shorten the order-to-delivery cycle. The automation and integration of sales and manufacturing processes were key to achieving this.

## Devise a multi-channel sales strategy

Lapeyre needed to adapt their sales strategy to new consumer purchasing trends. In addition to traditional retail store sales (Lapeyre, Oxxo, Les Zelles, GAMM), Lapeyre wanted to make their products available online to both consumers (B2C) and trades (B2B).

# Solution

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Retail salespeople use Cameleon to :

- Consult market-specific product (custom and off-the-shelf) catalogs
- Review pricing options with the customer
- Offer related services such as installation, financing and extended warranties
- Place orders

When the customer places an order for custom products, Cameleon automatically generates the specific manufacturing data (bills of materials and routings) and sends it to the corresponding ERP system for each of the Lapeyre plants. The order is 100% accurate and can immediately go into production.

Cameleon has enabled Lapeyre to roll out consistent sales models across each channel. Updates to catalogs and configuration models are quickly and easily disseminated across the sales network via the web. Cameleon has also made it possible to develop synergies between the various sales channels. Web buyers are guided through every stage of their project. They can page through the catalog aided by intuitive navigation and rich media, view areas of interest (such as «rustic» or «insulation»), have their questions answered, and browse complementary («cross-selling») or up-market («up-selling») options.

Finally, they can place their order on the web or decide to refine their project at one of the Lapeyre stores. Salespeople have access to customer projects that originate on the web site, along with greater technical details. The result is a clearer view of customer requirements, more personalized follow-up, increased conversions and more loyal customers.

# Results

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## For the customer

- Offerings that match their needs and their budget
- High-quality advice from Lapeyre salespeople
- Quick and accurate quotes
- Personalized follow-up from the web to the store

## For Lapeyre

- A successful multi-channel sales strategy
- Accurate orders
- A significant increase in sales of custom products
- Major reduction in the production cycle
- Orders go directly into production upon receipt

## For the sales teams

- Speed and ease of selling complex products
- More time for advice and building the customer relationship
- Increased sales effectiveness

