

Geloso Group, a Leading Beverage Manufacturer in North America, to Level Up their Customer Experience with Creatio and their Level 5 partner Solutions Metrix

The Canadian Leader in the production of alcoholic malt beverages chooses Creatio and Solutions Metrix to enhance customer satisfaction and improve employee experience.

Boston, MA — June 15, 2022 — Creatio, a global vendor of one platform to automate workflows and CRM with no-code and a maximum degree of freedom, alongside their implementation partner Solutions Metrix, a North American CRM implementation leader, announced today that they have been selected by the Geloso Group, a Canadian leader in the production of alcoholic malt beverages to support its digital transformation journey and boost customer service.

The Geloso Group is a proud producer and distributor of excellent quality products. The company is a leader in low alcohol beverages and manufactures and distributes premium quality wines, ciders, beers, and malt beverages (alcomalts). For retailers and wholesalers, Geloso is a valuable supplier and a trusted partner recognized for its professionalism, commitment to quality, service, and marketing. The Canadian producer, despite the commendations from its partners, sought to pave the way for improved operations and customer engagement.

To ensure their sales teams had complete and up-to-date client data at their fingertips, the company needed a unified platform to integrate disparate customer information, Geloso opted for Creatio's no-code platform and Solutions Metrix's CRM expertise, to automate workflows and CRM. Hence, their sales reps will have the knowledge and tools to better manage their territory and accounts, all the while reimagining and enhancing client data for speedier and more personalized communications. Furthermore, with Creatio's no-code tools and Solutions Metrix's personalized approach to implementation, Geloso plans to automate critical workflows, including order management, ensuring visibility into deliveries while refining order fulfillment and oversight, ultimately improving customer satisfaction. Thanks to Creatio's intelligible interface and easy-to-use no-code tools and Solutions Metrix's industry know-how, Geloso Group employees will get to enjoy the freedom to own their automation, thus focusing on what matters most — customer experience.

“The Geloso Group of Companies selected Creatio following a thorough process that allowed it to compare the main solutions offered on the market, from the perspective of documented needs and long-term corporate vision. The company, which is currently making a major technological shift, is benefiting from sustained growth in local and American markets, which requires the use of state-of-the-art tools. Creatio is used primarily in the sales and delivery sectors with the objectives of providing better visibility on operations for customers and our teams, which will result in increased precision in order management. In the medium-term, Creatio has demonstrated the flexibility essential to achieving management's vision of transforming the customer experience, in particular, by integrating marketing activities into the sales process and establishing an optimal value chain,” said Hervé Rivaud VP, Logistics, Distribution & IT.

“Solutions Metrix is the partner in charge of the implementation. During the selection process, Metrix demonstrated professional skills and expertise, project management methodology, added to a remarkable ability to understand the business case. Their demonstration of Creatio was precise and answered the current needs as well as opening the door to the future. The Geloso Group is confident of their ability to make a success of this project,” added Rivaud.

“Creatio is ecstatic to be a part of the Geloso Group’s digital transformation and customer experience enhancement journey,” said Andie Zambito, Chief Sales Officer, Americas, Creatio. “Geloso has been creating top-quality beverages for decades, and now by adopting no-code tools to automate workflows and CRM, they are augmenting their digital footprint to build customer loyalty and enhance customer satisfaction.”

The implementation will be carried out by Creatio’s partner Solution Metrix.

“Solutions Metrix is very proud to partner with Geloso Group to aid in their CRM implementation and adoption and to be a key player in their overall digital transformation” – Sebastien Forget, President and Founder of Solutions Metrix. “Geloso has been a leader in the beverage industry, serving top-quality and premium products, and we are looking forward to helping them alongside Creatio, to continue their journey with innovation and customer dedication through better customer management and personalized interactions.”

About Creatio

Creatio is a global vendor of one platform to automate industry workflows and CRM with no-code and a maximum degree of freedom. Millions of workflows are launched on our platform daily in 100 countries by thousands of clients. Genuine care for our clients and partners is a defining part of Creatio DNA.

For more information, please visit www.creatio.com.

About Geloso Group

The Geloso Group is a Laval company with more than 450 employees in six warehouses in Quebec and present in more than 6,000 points of sale in Canada and 74,000 in the United States. Since its foundation, the history of the Geloso family has been one of passion and dedication. The Geloso Group is proud to produce and distribute excellent quality products. Having received the very first winemaker's license from the Régie des Alcools du Québec, the Geloso Group is a leader in low-alcohol beverages; the company also manufactures and distributes non-alcoholic ciders, premium beers, and malt-based beverages (alcomalts) and spirits.

About Solutions Metrix.

Since 2001, Solutions Metrix has completed more than 300 successful customer relationship management (CRM) implementations for recognized systems such as Creatio. Each implementation is personalized and adapted to our clients’ business needs thanks to our successful step-by-step implementation process. By considering essential company needs and processes, we present our clients with a service offer that ensures success. At Solutions Metrix, we implement CRM systems as an effective working tool rather than a simple reporting database. Our customized approach enhances the appropriation and adoption of CRM solutions.

For more information, please visit www.solutionsmetrix.com.



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