

Bitrix24[®]

Automating customer communication and sales for a furniture company



About the client

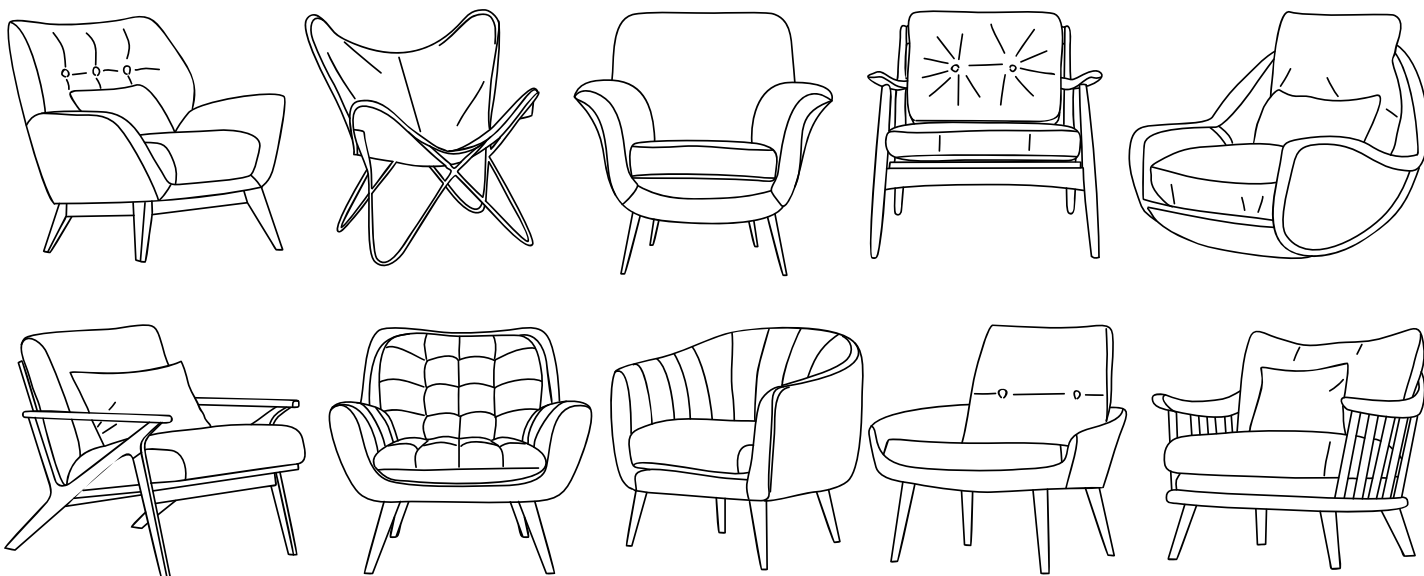
The client's company is a manufacturer and seller of custom-made furniture, working with both private and corporate clients. The company has over 20 employees, with the key focus on product quality, strict deadline control, and customer satisfaction.

Project name: customer and sales automation for a furniture company

Completed in: 2025

Industry: furniture manufacturing, retail

Bitrix24 edition: cloud



Project overview

Key challenges	How Bitrix24 helped to solve them
✗ Disorganized customer data and communication	✓ Centralized CRM with custom pipelines
✗ Lack of centralized workflow management	✓ Managing sales, tasks, and communications in Bitrix24
✗ Fragmented customer information	✓ Integrated communication channels
✗ No analytics or visibility	✓ BI analytics integrated with CRM and tasks
✗ Manual processes	✓ Workflow automation

Post-implementation success metrics



60% fewer
client service errors



40% reduction
in manual workload



30% increase
in processed orders



Real-time
business visibility and
improved decision-making

Background

Before implementing Bitrix24, the client's company often encountered various small issues that hindered proper business development. Customer records and orders were scattered across various chats and paper notebooks, which made it difficult to track any given order status. Customer requests were processed late because messages were lost between messengers.

Other problems included:

- Lack of a single workspace unifying the company's workflows
- Lack of centralized task management
- Fragmented customer information, stored in multiple places
- Lack of proper analytics and data on employee workload and sales pipeline

In addition, lead qualification and order management were all performed manually, which took a lot of time and increased the likelihood of errors. A flexible and stable system was needed to automate processes and improve business manageability, which is where Bitrix24 came in.

Implementation

First of all, Bitrix24 CRM was set up with several sales pipelines, each corresponding to a different stage of the sales process – **initial order, manufacturing, shipment, post-sales (warranty)**. This made it possible to track every deal and get full information on its status.

Standard deal and contact profile were customized by adding users fields that are specific to the client's business (**furniture type, measurements, etc.**). This made it possible to track the entire customer communication history inside a deal, simplifying the work of the sales reps.

Next, we added the client's key customer communication channels (**Facebook and WhatsApp**) to Bitrix24 Contact Center, thus integrating them with CRM. From then on, all incoming messages would show up in **Bitrix24 Open Channels** and could be easily turned into a new deal/contact (for new customers) or linked to an existing deal/contact (for existing customers).

Finally, we implemented some workflow automation, using **automation rules and triggers** in CRM: when a deal moved from one stage to another, a new task (or several tasks) was created for designated employees, with automated notifications being sent to the supervisors as well. This significantly reduced manual labor and increased the overall work discipline.

One last thing we did was integrating **telephony** with the CRM, granting each employee individual access permissions to ensure data security and delineation of responsibility.

Final result

The implementation of Bitrix24 allowed the client to solve key organizational problems. Chaos in order processing has been eliminated – now all new deals have to go through **4 clearly defined sales pipelines**, which has reduced the number of errors when working with clients by 60%.

Incoming customer messages from Facebook and WhatsApp now go directly to the CRM and are assigned to the responsible sales rep, which has reduced the average response time **from 25 minutes to 3 minutes**.

Manual labor has been replaced by automation: setting tasks, reminders and changing stages are now performed automatically. This has reduced the routine workload of sales reps by 40%, and the total number of processed orders has **increased by 30%**.

Setting up individual access permissions in CRM and telephony has increased data security and simplified control over employee actions. The client's management finally gained access to real-time analytics on **deals, sales pipelines, individual and team efficiency**.

Summary

Thanks to the implementation of Bitrix24, the client's furniture company significantly benefited from streamlined deal processing and customer communication.

All incoming messages and calls are now easily tracked and handled by the sales team, with clear understanding of what's happening with a particular deal at each stage of the sales pipeline.

Sale

13701 Garnett Drive, Sophiefor...

DEAL AMOUNT

\$ 35,000



Active deal

13701 Garnett Drive, Sophiefor...

DEAL AMOUNT

\$ 2,000



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SUBMIT REQUEST

