Sigel Stays **Competitive and Agile**

In the usually rather conservative market of office supplies, Sigel has developed a strong brand identity through their design-oriented and modern office supplies. With mainly B2B clients in the European market, Amazon has become one of their main sales and marketing channels, and their company has experienced consistent and sustainable growth in the marketplace.

But with this success, Sigel soon learned that they couldn’t rest on their laurels. There were many challenges that they needed to solve, review management being one of the most pressing ones. So they found themselves wondering: “How can we improve our customer experience in order to stay competitive and scale our Amazon business?”

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**The Challenge**

Amazon as a platform and marketplace is constantly changing and evolving, with a strong focus on automatisation, so that less people can do more work. As Amazon is progressing, so must Sigel.

With the goal of staying agile and competitive, Sigel was looking to answer the following questions:

- How can we communicate more effectively with our customer?
- How can we make sure that customers find the products they are looking for?
- How can we manage inventory better and avoid having to make use of the 'Out of Stock' notice?

A multi-faceted challenge requires a holistic approach, requiring Sigel to work cross-departemental, so that sales, marketing, product management and content creation become more integrated and connected. A great starting point for them was review management.

We weren't doing review management at all. It was impossible for us as it was too time-consuming and we couldn't afford to hire a new member of staff just for that.

**The Solution**

Axel Mueller, International Key Account Manager at Sigel, took on the challenge and set out to find the right solution. He first crossed paths with Franz Jordan, CEO of Sellics, at a conference, and got curious - especially about the review management tool. After testing out a few different options, Sellics became the software of choice, because of:

- the strong personal character of the company and their great support and customer service
- the agile element of the company, as they evolve and respond to changes quickly
- the all-in-one dashboard which effectively provides a quick overview of important data and metrics
- the holistic nature of the all-in-one software, which could solve multiple bottlenecks in one go

In the end, it also was an emotional decision for Axel Mueller:

*I just had a gut feeling. Sellics knows what they are talking about and they are constantly evolving.*

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The Results

With the Sellics software by their side, Sigel was not only able to take charge of their review management and save the additional costs of hiring a new member of staff. But the newly added customer service offering created positive spillover effects on their sales, marketing, product management and content departments. As team members were able to quickly share crucial data and feedback from the Sellics software, it was not just the quality of customer service that increased, but also the effectiveness of their business management overall. According to Axel Mueller it was a matter of “From zero to Sellics.”

Now, the Sellics software has become an integral part of the day-to-day business management at Sigel. As more and more team members are using the software, they discover new ways of how the all-in-one tool can help them solve new challenges and evolve together with Amazon.

The stock monitoring tool has become more and more important to us, as we are able to keep an eye on our stocks and product availability. We also started using Sellics to get an idea of market pricing and thus stay competitive on that front. And another tool that’s been crucial is the keyword search. It is so well integrated in our day-to-day business management that we sometimes forget how much of a game changer it has been in terms of saving valuable time and increasing the quality of our content.

According to Axel Mueller, it is the dynamism of Sellics that makes it such a powerful tool. The quick response to the needs of Amazon sellers and vendors as they arise is what creates a competitive advantage for Sellics and their clients. Sigel has been able to keep up their competitive advantage for over two years, and with Sellics by their side they want to continue to grow and increase agility in the future.