

snapADDY CRM Experience 2022 – nearly 200 participants explored the CRM jungle

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Würzburg, Germany – The first snapADDY CRM Experience 2022 focused on Customer Relationship Management took place on June 21 and 22, 2022. As a software provider for digital contact capture and CRM data maintenance, snapADDY GmbH created this format to provide a stage for exchanging ideas, expanding knowledge, and learning about CRM trends. Nearly 200 CRM, marketing, and sales managers from various industries accepted the invitation to this particular “experience”.

Welcome to the jungle! – is what many participants thought as they entered the unique event hall. The motto of the conference could not have been otherwise. snapADDY took the guests on an expedition to Crocodilia and Caymania to walk through the jungle of CRM challenges.



Jochen Seelig, CEO and co-founder of snapADDY GmbH, opened the conference under the motto: **“CRM is not a software, but a strategy!”** and recapped together with the group of travelers the first CRM systems, such as Excel and act. During his talk on “Attentiveness”, he raised the interest to concentrate on what is important on conference days and not be distracted by the virtual world.

Another speaker was **Christopher Funk**, a well-known influencer and host of the renowned podcast VertriebsFunk in Germany. He showed how **B2B influencing** can help professional and digitally optimized sales become the primary growth driver for companies. Key points: Breaking down barriers, letting specialized departments be part of the solution, and leadership as a success factor.

Content and speakers

The rest of the tour consisted of several CRM, marketing, and sales talks in two stages. More than **20 experts** spoke on the following topics:

- **CRM systems**
 - **Interfaces**
 - **User Acceptance**
 - **Increasing data quality**
 - **Practical examples for switching systems**
 - **Use case: Customer support through CRM processes**
 - **Practical example: Data preparation**
 - **Use cases: Salesforce and Microsoft Dynamics 365**
- **Data Cleansing and Data Enrichment services**
- **Account-based selling**
- **Customer acquisition on LinkedIn**
- **Dynamic organizational development**
- **Real-time marketing automation as a sales enabler**
- **Lead management processes**

A big thank you goes to our speakers, who enriched the conference enormously with their expert knowledge:

Prof. Dr. Enrico Purle, Christopher Funk, Fabian Heilig, Robert Sommer, Thorsten Schwab, Leonhard Kemnitzer, Prof. Dr. Markus Besenbeck, Michael Huber, Gerald Glaßl, Christina Sommer, Zoran Katic, Tobias Mirwald, Patrick Kuglmeier, Martin Philipp, Marco Bröse, Mike Wottge

The expedition achieved another goal: to bring the tour guides to discuss the thesis: **“Permanent construction site of the CRM system: everybody has it, nobody uses it!”** **Julia Weinhold**, CRM team leader at Unite, **Roland Hötzl**, founder of Transporeon, **Tobias Mirwald**, CEO of ADITO Software GmbH, and **Jochen Seelig**, CEO of snapADDY GmbH, discussed several theses on increasing user acceptance.

Moderator **Isabell Glöditzsch**, Product Manager at marconomy, led the expert panel and made it clear that mere CRM implementation is far from being the ultimate goal. To create and permanently increase user acceptance, it is necessary to comprehensively address their needs. **What solution can CRMs offer to the problems arising from the related processes?** All experts agreed that **continuity, constant optimization, and feedback are the keys to success.**

Another highlight was the talk by our data scientist, **Severin Simmler**. He used our **Data Cleansing** service to show how to maintain databases with as little data content as possible and why it is worthwhile. He also took the participants on a journey on how to optimally prepare for a CRM introduction or switch using the **Data Enrichment**.

Jochen Seelig concluded the event with satisfaction: **“We are proud to have created an industry-focused conference and to give the CRM community a new home. The focus is clearly on expertise and the exchange of ideas, as many of the participants also expressed.”** The schedule for the 2023 event will soon be announced. Seelig added: **“The fact that participants already want to buy tickets for 2023 reflects the success and value of the conference.”**

Learnings and partners

The three most important learnings of the conference:

- **User acceptance**
Involving all departments, breaking down barriers, and providing ongoing support.
- **CRM strategy and vision**
Linking different IT solutions.
- **Consistency and continuous process optimization**
Evidencing the advantages in daily work, continuing to exchange ideas.

Chief Data Officer Dr. Benedikt Brief added: **“A big thank you to all our partners participating in the conference for their support and confidence in this new format. It was impressive how many requests for talks and partnerships we received.”**

- **Deutsche Telekom**
- **Sellmore Gesellschaft für Vertriebsentwicklung mbH**
- **SIEVERS-GROUP**
- **Camelot ITLab**
- **ADITO Software GmbH**
- **Evalanche (SC-Networks GmbH)**
- **ORBIS SE**
- **SKZ – Das Kunststoff-Zentrum**
- **marconomy**

The first snapADDY CRM Experience was held in 2022 and will continue to be held annually in Würzburg, Germany. The event is aimed at CRM, marketing, and sales managers from many sectors. It offers a diverse mix of expert talks, use cases, and networking in the field of customer relationship management (CRM).

The next conference will take place in June 2023.

Images and conference details at www.crm-experience.de

Participant testimonials with #crmexperience22 at: www.linkedin.com

Learn more about the company at www.snapaddy.com