

Atomatik +

BRICO  
DÉPÔT

Brico Dépôt Romania transforms

**B2B SALES**

**WITH ATOMATIK**

Brico Dépôt Romania is part of the Kingfisher group, an international company in the home improvement sector, which owns over 1.600 stores in 8 countries across Europe. The main retail brands are B&Q, Castorama, Brico Dépôt, and Screwfix. Kingfisher also owns a part of the Koçtaş brand in Turkey. Today, Brico Dépôt has 32 stores opened in Romania.



## Executive Summary

Brico Dépôt Romania wanted to relieve the Sales personnel from repetitive and time-consuming tasks, enabling them to focus more on interacting with clients and increasing new business. As a result, the company partnered with Atomatik to implement a tailored intelligent automation solution for their B2B Sales department. This project ultimately strengthened the process automation within Brico Dépôt Romania and helped consolidate the company's business processes.

## The Solution

Brico Dépôt and Atomatik teams focused on automating the B2B client contracts registration and management. Our team designed an automated workflow that helped streamline the process of onboarding new Cash or Credit customer accounts. Moreover, it enabled monitoring of existing contracts with Brico Dépôt's B2B clients, notifying key account representatives about the contracts that are about to expire, thus facilitating the renewals process.

In addition to new client contract registrations, Brico Dépôt streamlined a series of processes, such as client addendums creation, document archiving and reporting processes through automation.

*"In order to deliver business process automations to reduce manual & repetitive activities in the head office, we took into consideration more options and selected as proof of concept the B2B contract management process for its complexity, high volumes of work involved and short ROI. After the successful test with B2B, we are looking to further expand automations in other departments, enabling our colleagues to get more time for value-added work. With Atomatik we found a partner that understood our needs, guided and supported us, providing a tailored automation solution to help us strengthen our processes and serve our clients better."*

**Oana Melnic**

Customer Experience & RPA Automations Manager

## The Results

Brico Dépôt's B2B Sales team benefited from a **standardized and optimized contracting process, improved productivity** and **significant operational cost savings**.

For the B2B Key Account Representatives, the **process execution time was reduced by 60%** while for the B2B support team in head office, **the execution time for administrative tasks was reduced by 90%**, enabling the team to focus more on interacting with clients and growing the business. Overall, we managed to free up over 7000 hours of work a year.

**Compliance has improved significantly** by having better data input controls both in terms of client contracts and in terms of client database, which eliminated the error rate and provided better accuracy for data reporting.

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