

ZEINTRA: SOLUTIONS WITH BRUSHES – DESIGNED AND MANUFACTURED WITH THE CUSTOMER IN MIND

Zeintra stands for customized solutions for technical brushes. With over 20,000 brush types in its wealth of experience and a clear focus on its customers' processes, the company develops tailor-made applications in collaboration with its clients. Production takes place in Switzerland – quickly, precisely, and with short decision-making processes.

For a company that focuses so strongly on its customers' processes, it also needs an internal system that optimally maps its own processes. For several years now, Zeintra has been relying on the Orphy CRM system from Orphis AG.

THE STARTING POINT: THE OLD CRM NO LONGER MET THE REQUIREMENTS

Zeintra was already using a CRM system before OrphyCRM but was becoming increasingly dissatisfied with it. Customizations were hardly possible or were refused. For an SME with a limited budget but specific requirements, this was a clear bottleneck.

«Many systems offer features that we don't need at all. But what we did need suddenly wasn't possible. Our provider at the time was not willing to think ahead with us. That was no longer right for us,» explains Salome Zeintl, Managing Director of Zeintra.

THE SOLUTION: A CRM THAT THINKS FOR ITSELF AND JOINS IN

In OrphyCRM, Zeintra found a CRM system that offers exactly what an SME needs: clarity, adaptability, and a partner on equal footing.

«What immediately convinced us was that OrphyCRM is not backed by anonymous structures, but by people with whom you can develop solutions together. Much of what we use today was developed in collaboration with Orphis. We really appreciate this openness and flexibility,» says Zeintl.

OrphyCRM was configured in such a way that it not only maps Zeintra's internal processes, but also simplifies them. Information is centrally accessible and processes are traceable without any additional effort for employees.

THE ADDED VALUE: TIME SAVINGS, TRANSPARENCY, AND GENUINE PROCESS INTEGRATION

A major advantage of Zeintra is its seamless integration with Outlook: tasks, notes, contacts, and leads can be entered directly without any media discontinuity.

This makes CRM a daily work tool rather than an additional burden.

«It's important to us that the tool makes our work easier – and doesn't generate additional work. That's exactly what Orphy does. It saves us time, ensures transparency, and can be continuously developed. That's worth its weight in gold.»

OUTLOOK: INCREASED PRODUCTIVITY THROUGH CONTINUOUS OPTIMIZATION

Zeintra intends to continue expanding the capabilities of OrphyCRM step by step, always in line with real-world requirements. The flexibility of the system makes it easy to implement new ideas efficiently.

«Our processes are changing, and OrphyCRM can change with them. That's exactly what a company like ours needs.»

SALOME ZEINTL, OWNER OF ZEINTRA AG

«In Orphis, we have found partners who not only deliver, but also think ahead. For us, OrphyCRM is not just a product, but part of our daily work.»