Quiksilver: surfing on WINDEV

Quiksilver Europe has enriched its Oracle-based sales management with a CRM application built with the WINDEV IDE. At the height of the call wave, performance is at its best.

The company

Quiksilver Inc. is a world leader in the outdoor market. The group designs, manufactures and distributes a whole ensemble of clothing, winter-sport equipment, golf equipment, shoes, accessories and other products for the outdoor universe.

The Quiksilver, Roxy, DC Shoes and Hawk brands get their inspiration from the surf, skate and snowboard heritage and culture, whereas the shirt brands, Raisins, Radio Fiji, Leilani and Island Soul are associated with the beach and the sea. The Rossignol, Dynastar, Lange, Look and Kerma brands have a strong place on the alpin ski market.

The Quiksilver group also has equipment for snowboarding with the Rossignol, Dynastar, DC Shoes,...These Quiksilver group products are distributed in over 90 countries through different networks, including stores specialized in surfing, skating and snowboarding, Quiksilver stores, and the Boardriders Club, a selection of independent stores and big stores.

Project Leader

Philippe Gaigé is the System Integrator in Quiksilver Europe within a group of 14 computer specialists. The Quiksilver European headquarters, located in Saint Jean de Luz, has a staff of 400 out of 1400 employees in Europe.

Over 200,000 calls/year

Every day, hundreds of calls come into Quiksilver Europe's call center. Clients that request information about their order, invoice, shipment

In Europe Quiksilver is distributed by over 15,000 clients, 120 franchises, and 100 Quiksilver stores.
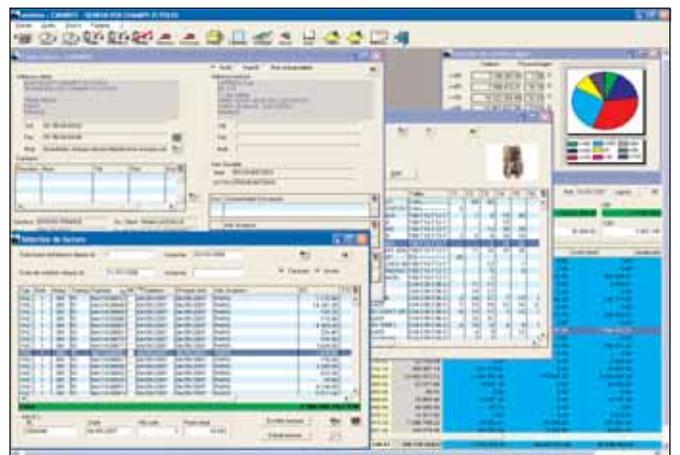
To keep their customers informed, a team of 40 people is in charge of communicating the required information. This team uses the sales management application designed with Oracle Forms and based on a light client architecture.

In spite of its qualities, Quiksilver Europe's IT department has decided to improve the sales management application with a sophisticated CRM application to manage the

client's inquiries and follow-up.

"Contrary to the sales management application that is based on transactional mode, its front-end had to be on a rich client, to benefit from the office automation tools", states Philippe Gaigé.

WinDev dives into Quiksilver's CRM

"To face the requirements, it was necessary to implement an efficient solution as soon as possible. In this context, WINDEV was chosen, because of its undeniable productivity and excellent performance in database access", admitted

Philippe Gaigé.

The objective is clear: format the sales management application's data to provide information and precise activity follow-up to the client.

Customer care and Order Tracing

The client dials Quiksilver's number, and can ask all sorts of questions regarding his account: order status, billing status, amount due, shipping status, etc.

"The client is identified by his calling number. We have made an interface with Corebridge (communications integrated software)", specified Philippe Gaigé.

From the client form, the user can send an email or send an invoice using a document in PDF format.

"Everything is done from the CRM application using an OLE automation dialogue with our Notes messaging server. The PDF is generated automatically and, of course, with

WINDEV" underlined Philippe Gagié.

Furthermore, the user can visualize the packing list with the detailed contents of the boxes sent. This allows for foolproof tracking.

550 million records, 200 GB!

"In terms of the performance measured, the main database has over 550 million records and represents 200 GB in data. Some tables have over 70 million records. We use Oracle as our information system and the response times for our different queries are astonishingly fast. The native access and the query analyzing tool have contributed to the optimization of performance" recognized Philippe Gaigé.

"With WINDEV, displaying query results with SQLTable is very easy. But above all, sorting by field, building filters, searching with the magnifying glass or adding totals, is fantastic for the user and automatic in terms of development

since there are no lines of code! The users are also happy to be able to benefit from automatic export to Excel through a simple right click, and execute their simulations immediately.
Thanks WINDEV for all these features, it's a pleasure for developers as well as for users", he continued.

New projects on the way

After seeing the success of this CRM, from a technical point of view as well as from a usability point of view, the IT team is far from being short of projects based on WINDEV.

Philippe Gaigé reveals the outlines of the applications to come: *"We want to translate the application to German, Spanish and Italian using the WDMSG tool. Furthermore, we have to improve the presentation of existing data for our sales managers' client portfolio in order to make pro-active management easier"*.