

# DEKA reduced order fulfillment time by 30% and improved customer satisfaction by 25% with B1UP & CRM for Outlook

DEKA SA was founded in 1940 and deals with Import & Trade of Measurement and Automation Instruments. Following a particularly successful presence in the Greek market—since 1940— and always bearing the best customer service as its priority, DEKA SA in order to meet the challenges of the times, constantly specializes and always seeking to optimize its knowledge and performance. DEKA SA continues to provide successful solutions across a broad range of shipping, industrial, laboratory and manufacturing applications.

Company: **DEKA S.A**  
 Website: **www.deka.gr**  
 Industry: **Import & trade of Measurement**  
 Employees: **40**  
 Partner: **TEKA Systems SA**  
 Solutions: **B1 Print & Delivery, CRM for Outlook**

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*I can confidently say that embracing Boyum products and partnering with TEKA Systems has been a transformative journey for our business. These solutions have not only addressed our challenges but have also opened doors to new possibilities. The efficiency gains, improved processes, and real-time insights we've achieved are nothing short of remarkable. With Boyum and TEKA Systems as trusted allies, we're excited about what the future holds for our business.*

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**Nikolas Konstantinidis**  
 Vice President



## Challenges

- Manual and time-consuming processes throughout their ERP system, scalability issues, and customer-related problems had a negative impact on their operational efficiency.
- Their employees were spending a significant amount of time on tasks that could have been automated. This not only slowed down their processes but also led to frustration and burnout among their teams.



## Solution

- Streamlining processes, enabling real-time data access, and improving collaboration have ultimately benefited the entire organization. This includes improved usability and customization options, with an intuitive and user-friendly interface that provides excellent customization features.
- Ability to automate repetitive tasks and optimize processes is a distinct advantage, which standard ERP solutions may not offer to the same extent.



## Results

- Increased employee confidence and productivity. With more time dedicated to value-adding activities, employees were able to focus on innovation and improving overall business performance.
- Order processing efficiency increased, leading to a 30% reduction in order fulfillment time. Customer service quality has greatly improved. Response times have shortened, and they've seen a 25% increase in customer satisfaction ratings.