



ikonhouse.

Industry: Trading **Company Size:** 30

Location: United Arab Emirates **Odoo Users:** 30



From Manual to Optimal

About ikonhouse

The 'ikonhouse' concept was born from the marriage of two intrinsic considerations in architecture. The first is the material elements like furniture, lighting, and flooring. The second is the control of environments through integrated automation systems. The result is a globally unique lifestyle retail concept presenting arrangements of branded original designs and cutting edge electronic technology.

The brand 'ikonhouse' is a piece of destination furniture and lighting vendor for original branded products. Most of the manufacturers they promote have been in continuous business for more than a hundred years, perfecting their skills over time and making their techniques evolve with new manufacturing technologies and new materials. ikonhouse has curated collection missioned to drive inspiration and people to help plan one's interior. ikonhouse is also an automation system and audio-visual vendor for seamless integration of all lighting, climate, and media with user-friendly smart switches.

Adopting a Customer-Centric Business Model with Odoo

Like many companies, ikonhouse, began their business operating manually. They reverted to platforms such as Excel, to manage their CRM and meet their KPI's, however, not having an integrated software created an array of communication difficulties for the company. They had multiple salespeople working on the same lead, wasting valuable time and resources. To ease communication, align tasks, and work with data

efficiently, ikonhouse resorted to implementing the Odoo CRM, sales, inventory, procurement, website, and e-commerce, as well as, the marketing module. The company immediately recognized that all of its employees have become more productive and efficient in carrying out their daily tasks.

At Odoo, we recognized that the best time-saving design we could have is a customer-centric one. Having everything in terms of quotations, invoices, addresses, as well as, a straight integration with CRM has allowed ikonhouse to be effective, efficient, and better equipped to answers customer questions and tend to their needs. The process helped them realize that they could handle a larger volume of business with the same number of staff.



"We are overall very happy with Odoo as it has delivered on its promise in improving our productivity. We are still learning about the different features we can use. It has been a massive undertaking to change systems, but worth the effort."

— Dorian W. Pauwels, Owner, and CEO at ikonhouse