



Creating a Content Management System at Rockfon

CASE STUDY

ROCKWOOL
Rockfon[®]

“ *Our efficiency has increased
tremendously with Showpad.* ”

| Koen Bogaert - Marketing Manager, Rockfon



Case Study

Creating a Unified Content Management System at Rockfon



ABOUT ROCKFON

Founded in 1893 in the heartland of America, Rockfon started as small manufacturer of stained glass. Now it is a global provider of ceiling systems, selling its acoustic stone wool and metal ceiling solutions and suspension systems all over the world through a network of local sales teams, subsidiaries, agents and partners.

CHALLENGE

Rockfon's European sales organization is decentralized. With a portfolio of 1,500 metal profiles produced in 15,000 variations, the company struggled to maintain uniformity and ensure its salespeople were sharing the right technical information with customers.

Before Showpad, it used a large documentation database to store assets like PDFs and technical specification sheets. The company started working with Showpad to solve some basic pain points, including the need for:

- A consolidated, centralized content management system to create a single source of truth for their marketing, sales, technical, and research and development teams
- A quick and easy way to communicate relevant information to customers

“ Customers requesting specific technical information had to wait 2 weeks for a reply. Now we can deliver that information in less than a minute. ”

About Rockfon

- www.rockfon.com
- Ceiling Systems

Goals

- Provide an easy way for marketing to communicate the latest content to the sales team
- Implement an easy solution for sales reps to access content quickly
- Improve customer experience during sales presentations

Approach

- One stop solution with everything sales reps need to sell smarter, and close more deals

Results

- One solution to upload and organize content
- A dynamic approach to presenting comprehensive content and engage customers
- Enable sales reps to find the right solutions within seconds

■ Koen Bogaert -Marketing Manager, Rockfon

SOLUTION

Any Rockfon employee who works offsite is given an iPad and access to Showpad. In addition to their sales teams, this includes their technical staff and research & development team. The company believes that ‘anyone who leaves the office needs to have access to everything in their pocket.’

“In the past, customers requesting specific technical information had to wait two weeks for a reply,” explains Koen Boagaert, Marketing Manager, Rockfon. “Now we can deliver that information in less than a minute.”

To ensure everyone has access to the specific assets they need, the company’s Showpad administrator created different Channels based on customer persona, geographic location, product line, etc. “Showpad’s intuitive interface makes it very pleasant to work with,” Kurt says.

Going forward, Rockfon plans to integrate Showpad with its CRM platform. It also wants to make further use of Showpad’s smart folder feature, which will let them tag content with a keyword so it will be automatically added to a relevant folder.

RESULTS

- Single source of truth: All sales assets and technical documentation is housed in one place
- Easy to maintain: Showpad makes it fast and easy to update content on every device
- Enhanced customer experience: In the construction industry, videos and photos are perfect for showing the potential of Rockfon’s products
- Powerful sharing: Content can be shared with customers directly from Showpad. Sharing videos, technical documentation and photos has never been easier
- Controlled distribution: All Showpad users have immediate access to the most relevant, up-to-date content immediately, eliminating the inaccurate information will be shared
- Push notifications: Announcements alert users about the latest content and news
- Search function: When customers ask technical questions, users can search for relevant assets and answer them immediately

Date Founded

- 1941

Location

- Chicago, IL
- Global presence

Industry

- Building products manufacturer

Employees

- Rockfon has 600 employees and is a subsidiary of Rockwool that has 10,000+ employees