



# Les Parquets du Monde

Les Parquets du Monde is a company that offers a complete service for the installation of quality parquet flooring. The company provides the parquet flooring, the rental of sanding equipment and installation services. They have a store in Etterbeek and work with specialized partners as well as private clients.

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| Business Solution<br>Distribution & Retail | Sector<br>Energy supply | Collaborators<br>10 | Website<br><a href="http://www.lesparquetsdumonde.be">www.lesparquetsdumonde.be</a> |
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## CHALLENGE

*The company is facing obstacles in its development due to an outdated and obsolete IT system. The current is fragmented into multiple applications that do not work together.*

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*In addition, the company has developed an e-commerce channel that is poorly integrated with the logistics system lacking features such as stock management.*

*In the context of digital transformation of commerce, Les Parquets du Monde recognized the need to address this*

technological gap.

## SOLUTION

The objective of this project is to improve the quality of customer service by reducing unnecessary administrative tasks and preparing the future of Les Parquets du Monde. By implementing these new digital tools, the company also wants to improve its commercial approach by generating more opportunities and improving the loyalty rate of its customers. After an in-depth analysis of the market, Les Parquets du Monde decided to partner with Eezee-it for its digital transformation with Odoo as its main tool.

The choice was mainly related to Odoo's omnichannel capacity, which can manage the various sales channels such as counter sales, B2B sales and equipment rentals. This integration provides a centralized view of customer activities and offers better communication between different departments. The Odoo solution also ensure the integration with the e-commerce website managed by WooCommerce and the accounting system maintained with Exact. Odoo provides connectors to these applications, facilitating the integration of different systems.

## RESULTS

In less than 4 months, the Eezee-It team replaced the existing system and optimized the workflows for counter sales, sales to professionals and equipment rental with full logistics integration. Sales management is therefore more efficient, and Les Parquets du Monde can also track their return on investment (ROI) in real time via their dashboard. The project has also made it possible to set up stock management which facilitates the management of orders through e-commerce. Eezee-It and Odoo have met their need for flexibility and speed to meet the digitalization needs of their business and ensure the sustainability of the company.

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### Modules

