

Challenges for Berkem

Berkem is an expert in plant extracts which has been developing the extracts for food industry and cosmetics for over 50 years.

Berkem Group, an SMB of 150 stakeholders makes over 50 million euros in revenue in 35 countries.

Facing the health crisis, Berkem had to rethink their communication strategy as well as communication tools.

Solution Touchdown

Touchdown is the Marketing Suite natively integrated within Microsoft Dynamics 365. Touchdown answered the urgent needs and altogether with the onboarding and the deployment, Berkem Group was operational in less than 4 hours.

The performance and the intuitiveness of the Touchdown suite convinced Berkem Group to use the complete suite by integrating automation scenarios and passing onto a Premium version.

Advantages for Berkem

“We were able to get back to business and continue our operations extremely fast thanks to the solution and the assistance of Touchdown and their experts. Since the solution is entirely integrated, the IT department has a full control and is no longer needed for the continuous export of the data. What concern me, I am fully autonomous using automation and communication through email and SMS.”

Florence Dessain – CRM Manager – Berkem Group



Increase your productivity

Touchdown integrated within Dynamics 365 is accessible from your CRM and interacts with all your data.



Master your marketing

Touchdown offers an assistance, onboarding and formations adapted to your needs.



Save time!

Touchdown optimizes your internal processes thanks to the automation scenarios. Let Touchdown take care of your recurring tasks for you.

Contact us:

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Learn more:

- <https://www.touchdown.co/>