

## SFA Group enhances customer experience and partner engagement with Maplytics' geo-analytics and interactive mapping



### About SFA Group

For over 65 years, the SFA Group has been designing sanitary solutions that make it easy to install bathrooms, toilets, kitchens, pumping stations, air conditioners, and more, anywhere, without major construction work. The French inventor of the renowned Sanibroyeur® macerator, this group is now among the world leaders in the sanitaryware industry. Synonymous with quality and technical expertise "made in France," SFA products provide you with innovative, simple, and quick solutions to meet all your needs. The SFA Group currently has 30 subsidiaries and distributes its products in several other countries through its network of importers and distributors. Innovation, industrial efficiency, environmental responsibility, and customer service are the values they share, intending to offer you the same quality of service yesterday, today, and tomorrow.

*"Maplytics helps us instantly connect customers with the nearest authorized partners, improving response time and service efficiency."*

- Team SFA Group

**Industry:** Wholesale Building Materials

**Specialties:** Designer Sanitary Solutions for Kitchen, Bathroom, Laundry Room, etc.



### Business Challenges


For more than 65 years, the companies of the SFA Group have been working to bring ever greater sanitary comfort to a clientele of professionals and individuals in their daily lives. This glorious organization faced a peculiar operational challenge. They wanted to provide their clients with proper contacts to trusted service partners that were convenient from the client's location.

## Simplify Service Partner Discovery with Location Intelligence




### Why Maplytics?

Maplytics is a certified geo-mapping and location intelligence solution for Microsoft Dynamics 365, Power Apps, Dataverse, and Power Pages. It comes with an in-built AI-based assistant, MapCopilot, that makes using Maplytics a simple conversation with a friend. Maplytics, when employed by the SFA Group, helped with geo-analytics and CRM data visualization.

 **Maplytics uses interactive mapping to display authorized resellers on the Azure/Bing map based on the client's current or selected location. Clients Can:**

- a. Instantly view nearby trusted resellers
- b. Access verified reseller details (name, address, contact, working hours)
- c. Get turn-by-turn navigation directions using Route Optimization to the reseller with one click.

This ensures customers are always redirected to approved partners, improving conversion rates and maintaining brand trust.

 **Maplytics also enables the business to map service partner locations with customized pushpins on the map and link them with client geography. Using proximity-based or radius search, clients can:**

- a. Find the nearest authorized service partners
- b. Filter or categorize partners by distance, service type, or availability
- c. Directly call, email, or navigate to the service location with travel directions.

This location-based matching ensures clients connect with the most convenient and relevant service partners, reducing response time and increasing customer satisfaction.

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### Conclusion

By leveraging Maplytics' advanced geo-mapping and location intelligence capabilities, the SFA Group successfully addressed its **key operational challenges** while reinforcing its **commitment to quality** and customer satisfaction. Maplytics helped SFA to conveniently locate service partners through interactive, location-based mapping. This ensured consistent customer experiences, improved lead conversion, faster service access, and stronger trust in the SFA brand.

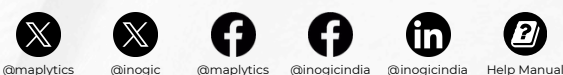
Overall, the **integration of Maplytics** empowered SFA Group to enhance operational efficiency, optimize partner engagement, and continue delivering innovative, reliable sanitary solutions to customers worldwide.

Get Started with Maplytics in just  
**10 Minutes!**

[Click here](#) to get 15 days fully functional trial for free! Or Try From Microsoft AppSource

 [www.maplytics.com](http://www.maplytics.com)  [www.inogic.com](http://www.inogic.com)

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