German tech start-up snapADDY held its first customer event in January, 2020

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The snapADDY company develops applications to automatically capture business cards. This way new contacts can be created and connected directly to different CRM systems everyday at trade fairs. The IT company was founded in 2015 and now has more than 1,000 customers, more than 50 employees, and millions in revenue.

On January 30, 2020, the first major customer event was held at the company's premises, which attracted more than 100 guests from the entire German-speaking European region (DACH). The event was not only about the products but also about artificial intelligence and possible use cases in sales.

Several customers from the region participated, such as Wittenstein AG or SSI Schäfer and also DAX-listed companies such as Covestro AG and Kaeser Kompressoren. Some of our reference customers gave talks to provide other customers with best-practice ideas.

snapADDY GmbH decided to use its own offices in the city center of Würzburg in Bavaria as the venue for the customer day: "We wanted to give our customers the chance to get to know our company even more than just software on this day. We were able to present our young and dynamic team and our way of working at our home", says Jochen Seelig, snapADDY GmbH CEO.

Feedback from attendees reflects the success of the event. Thus, 98% of the participants would like to attend the next event again and would like to have an even more in-depth exchange with other CRM customers. The German company intends to fulfill this wish in 2021, offer the event on a larger scale, and open its doors to up to 250 attendees.

About snapADDY GmbH
Founded in 2015, snapADDY GmbH has grown steadily over the years and now employs more than 50 people in development, support, sales, and marketing. Already more than 1,000 companies, ranging from SMEs to large DAX-listed companies, use intelligent IT solutions to improve the process of digital lead capture and contact data maintenance and thus digitalize their sales and marketing processes. At the company's headquarters in downtown Würzburg, we plan to generate further jobs in all areas over the next few years, especially in artificial intelligence and software development.