

A targeted profit for sales efforts



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The challenge

Eva Solo A/S had control of all hard data for sales and revenue for their Danish and foreign dealers via the financial system. On the other hand, they lacked control of the soft values, which are essential for targeted management of customers and sales efforts. For example, information about the number of sales visits, customer correspondence and handling of complaints was spread across many different computers.

They were also looking for an overall rating of the individual shop's capacity to support Eva Solo A/S products.

The solution

Four specially developed modules, which include a precise rating of all dealers and a clear overview of product range/shop fitting status in the individual shops, were included in the solution. "SuperOffice now represents a powerful instrument to supplement our Navision financial systems. We have access to detailed information on where development is heading and, for example, in which areas we need to make special effort in order to meet the KPIs (Key Performance Indicators), which the entire company, departments and individual members of staff must satisfy," says Sales Coordinator at Eva Solo A/S.

Results

The biggest value for Eva Solo A/S is that everyone has access to all correspondence between seller/shop and sales management/chain offices, across departments and systems. The overall benefit is that now all valuable information is the property of the company. Information about customers does not disappear, even though one of the very experienced sales reps might be on the look out for new challenges.

With the help of the daily report module, the individual sales reps upload the day's engagements into SuperOffice together with comments from the dealers and comments on new measures, which might inspire the other sales reps. The new rating module has provided a strong boost to sales efforts. On the basis of 12 different criteria, which include location, size, design, revenue and the commitment of staff to Eva Solo A/S products, today all shops are segmented.

"The rating system is very important to us. We can more easily establish sales targets and monitor development, and thus target our efforts on behalf of our customers". For example, the rating system has proved its great value in the English market, where Eva Solo A/S is in the throes of developing a major retail network. Potential new retailers are rated in the wake of the first sales visit. This means that the company, even before the first order has been submitted, has a clear impression of the retailer's potential significance.

Like every other company in the retail industry, Eva Solo A/S are concerned with turnover rate and shelf space. For the first time, the new product range/shop fittings module in SuperOffice enables the company to keep a close eye on sales developments for individual brands. The module also provides a clear message regarding which selection of products the individual shop is promoting. "We use this to focus our newsletters, so that shops only receive news about products, which are relevant to them". Last but not least, Concare IT have developed a push module, which acts as a memo for the sales team before their next visits to customers. For example, this gives sales reps an automatic message, if they need to remember to check whether the prices in the shops have been reduced in connection with sales or promotions.

After close and positive cooperation with Concare IT, Eva Solo A/S chose to invest in SuperOffice. The objective was to organise all customer-relevant information and to consolidate efficient knowledge sharing in a single location.




Results

- Dedicated rating system reveals customer potential
- Guarantee of "Top of Mind" customer knowledge accessible to everyone
- Invaluable assistance in new markets - leads uploaded in the system
- SuperSearch - rapid management tool

