

## Carlsberg trust about CRMoblie

CRMoblie is a CRM program which increases your sales representatives' effectiveness when they are visiting customers. Using portable devices such as a personal digital assistant (PDA), Pocket PC, Tablet PC or smart-phone, your staff can gain direct access to your company's IT systems. Once they are out of the office, they can draw up quotations, place orders, compile activity reports, evaluate sales points,... in the most effective possible way. They have all the data they need at their fingertips. You can also analyse and consolidate data from the field virtually in real time, hence stay truly up to date.



Eric Samain, Information Systems Director  
de Carlsberg Importers.

### Rapid, effective data integration

When he is asked about the reasons for restructuring and automating sales reporting, Eric Samain cites the organisation's constant expansion. "The growing number of sales reps, the enlargement of the product range and the obsolescence of our reporting program were affecting our company's sales force."

An adapted solution was sought in partnership with Euremis. "We took the time to identify the type of information that was vital for us. We then translated these findings into procedures on

the PDAs carried by our reps. The required fields are filled in during or after each customer visit, and all reports are automatically sent in to our database on the evening after the visit. The next morning we have up-to-the-minute data at our disposal. The system means that our staff know their customers better and can analyse them more quickly and effectively. The fact that their addresses and diaries remain up to date at all times also enables them to improve their effectiveness."

## Carlsberg's sales reps: always connected and well organised, wherever they are

**A 10% productivity boost, less administration, customer visits in greater numbers, better organised, and a database that's always up to date. Such according to Eric Samain, Information Systems Director at Carlsberg Importers, are the benefits of the CRMoblie project he has initiated in conjunction with mobile software producer Euremis.**

### User-friendliness paramount

Carlsberg's sales reps work in either 'volume retailing' or either hotels, restaurants and catering sector. Each sector requires a separate approach which is reflected in the sales reports.

Volume retailing concerns supermarkets and wholesalers - a market with a limited number of players and high turnovers. In catering, by contrast, there are numerous small players - cafés, restaurants and so on. As a result, the sales reps in catering have to visit many more sales points per day, which means more reports

to compile and send off than their colleagues in volume retailing.

"This distinction between the two sectors is also managed by CRMoblie. Despite a few very minor differences, the form of the reports is equally user-friendly. After a brief initiation all our reps got to grips with their PDA without any problem. CRMoblie allows them to work in a well-structured way and is presented highly intuitively," says Eric Samain.





**euremis**  
mobile solutions

### Productivity increase assured

CRMobile was the right solution for Carlsberg Importers. The sales reps in volume retailing are now visiting one or two extra customers per day. "This result in a productivity increase of 10 to 15%,"

recounts Eric Samain. "In the catering sector, the results have been even more spectacular: productivity there has risen by some 20%!" Even more then expected!



### Not just for the happy few

Mobile working is within reach for any company. Software that's adapted to your requirements, a PDA, smartphone or Pocket PC which connects to your internal systems via GPRS/Edge, UMTS or

HSDPA (3G Broadband) - that's all you need to enable your sales teams or other travelling personnel to give their very best.

### About Carlsberg...

Carlsberg Importers, a division of the Haelterman group, has been the exclusive importer and distributor of Carlsberg and Tuborg in Benelux since the 1970s. The group, which is based in Ternat, has warehouses in Ternat, Deerlijk and Wandre, and employs 300 people, including around fifty at Carlsberg Importers.

[www.carlsberg.be](http://www.carlsberg.be)

### About Euremis :

Euremis is the reference in mobile Sales Force Automation solutions (CRM-SFA) on PDA and Tablet PC. Its mission is to provide its customers with a simple, effective, high-performance solution that is adapted to conditions on the ground. The success of Euremis' mobile solutions is based not just on professional expertise which ensures a perfect match between customer needs and the mobile application, but also on the user-friendliness, flexibility and reliability of the solution.

The Euremis approach is intended to ensure:

- improved productivity of field personnel
- higher-quality, more relevant data coming from the field
- higher visibility of the impact of sales campaigns conducted in the field (promotions, trade marketing, reporting, etc.)

CRMobile thus guarantees a rapid return on investment (ROI) and a high user adoption rate.



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