

The gourmets go for CRMoblie

The necessary information available on the road

Maintaining good relations with customers is essential. That's why Salvatore Graceffa, company's director of Ditta Graceffa, choices in January 2006 CRMoblie. CRMoblie is the CRM software package designed by Euremis, the Belgian leading software supplier for Sales Force Automation.

Main goal of SFA software is to provide users all information they need to do their job. CRMoblie allows now users to benefit of these information' on the road or at customers' premises.



Salvatore Graceffa, Managing director of Ditta Graceffa.

A considerable time saving

"My employees now work far more effectively. Their PDA enables them to stay in direct touch with our central system, so that they can request a customer history, ask negotiated prices, check minimum order sizes and so on," explains Salvatore Graceffa. "They can also immediately draw up a quotation, place an order or send in a report of their customer visit. The

software makes information flow much faster within the company. Orders are therefore carried out much faster and we can also save our personnel lots of paperwork. They can now devote more time to their actual job of building good relations with our customers. Above all, everyone saves a lot of time."

A faultless record

Salvatore Graceffa is highly satisfied with CRMoblie. The package was installed at the beginning of January 2006, and so far has a faultless record. What's more, only a month and a half elapsed between the signing of the contract and the installation. "We just came back from a bad experience with new software so user's acceptance was critical on this project. Euremis recommends us working with "beta" users. Three

sales people were sent for training at Euremis and then coach our sales team. Results were really profitable for everybody."

And he adds: "To be honest, Christmas period helps us also for user acceptance. Our reps receive their PDA at that period and it was considered by some as a Christmas present...".

What to recommend?

A Customer Relationship Management (CRM) program enables sales representatives to keep customer records up to date at all times. Graceffa, an importer of fine products from Italy has demonstrated that having these data on CRMoblie (running on PDA or smartphone) is even more effective.



Ditta Graceffa
ITALIA AUTENTICA

Dall'Italia alla tavola



euremis
mobile solutions



All expectations met

Thanks to CRMoblie, PDAs are directly connected to Graceffa's server. Data are synchronised at least twice a day via the Proximus GPRS network. "The connection via GPRS works perfectly, data transfer rate is quite sufficient," declares a highly satisfied Salvatore Graceffa. It has also to be mentioned that many

of Graceffa's customers are amazed to see everything that can be done with CRMoblie. "At first, I had some doubts about the screen size. But CRMoblie program takes this fully into account. Anything that's superfluous has been cut out, which increases user-friendliness," concludes Salvatore Graceffa.

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About Graceffa...

Graceffa is a family business which imports over 35 leading brands (nearly 450 products) of Italian foods and specialities to Belgium and Luxembourg. Most of the supermarkets are among its customers, and numerous small and large shops offer its range of products. Graceffa also has two specialist sales outlets, in Drogenbos and La Louvière, where fans of Italian cookery can find whatever they want from the peninsula.

www.graceffa.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.)

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



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