

## « Bush » brewes, CRMoblie's cool...

### CRMoblie: a true management tool

Our group's sales force consists of six representatives: three in the catering sector, two in food and one in distribution. In the past, we used to receive handwritten reports containing a large amount of information which was not processed, as this would have involved too much compilation work. Everything was done on paper, and we realised that there was no follow-up and no evaluation. We therefore decided to use a PC-based solution: "We cobbled together some software, but it wasn't user-friendly."

Someone from Euremis contacted us two years ago at a point when we were aware of the need to find an alternative to the paperwork approach and to the PC trial. We organised a competition between Euremis and a company from the region which had also developed a PDA solution, though one which was not specifically for sales representatives. We ended up choosing the solution proposed by Euremis, as it was already being used by other companies and would thus quickly become operational.

### The PDA as the only working tool ...

The adoption of the Euremis solution went off smoothly. The food-sector sales representatives are very pleased and have applied the solution perfectly. The PDA has become their only working tool, and they would now have difficulty

dispensing with it. We opted for CRMoblie in the course of 2005, and after a familiarisation period for which we allowed two months, the system was completely operational.

### The information is there, now it's just a question of using it...

By now the reporting tool exists but it is up to our company to choose which data it wishes to use. It is a little early to talk about the "payback" or "return" in quantitative terms, but it is clear that the Management is receiving the information it requires.

As head of sales, Marc Lemay mainly uses the back office element of CRMoblie, which he finds very friendly to use. "In order to determine requirements properly, it was necessary to define which tables and which reports were relevant, who they were intended for, and how often all these quantitative elements needed to be brought out."



"In our line of work, it's hard to measure reps' effectiveness directly, because they give presentations and ensure shelf visibility but don't take orders. I lacked the time to monitor each rep, and I was on the look-out for a single organisational approach which would be coherent right across the business," says **Marc Lemay**.

## Optimal use...

To make optimal use of CRMoblie, Marc Lemay has drawn up rules for using the tool in order to ensure that each rep. adopts a common, consistent methodology and systematically collects the requested information. In the case of some, this involves tasks being performed which previously used to be "forgotten about".

"Our food and catering sales reps carry out eight to ten visits per day, and all our points of sale are visited twice a year: we will therefore be able to assess our initial ROI in around four months' time," says Marc Lemay.

**"For me, CRMoblie represents the future: it's user-friendly and enables all the information needed in our line of work to be collected."**





**euremis**  
mobile solutions



**The sales reps realise their full potential when they're visiting customers...**

CRMmobile enables us to plan our sales activities optimally, boosting productivity and raising the quality of our work. It's when they're visiting customers that sales reps realise their full potential, so preparing for the visit is important, and planning constitutes an integral element of that preparation. Likewise, after the visit, concrete follow-up is needed with a "to do" list and the evaluation of actions performed. This in turn enables the next visit to be planned optimally, and so it goes on.

As far as the planning module is concerned, representatives have the sense of performing their assignments more thoroughly, even though, to start with, things seem to take longer due to the systematic approach that is imposed. In addition, an image of professionalism is conveyed to customers by the sales rep. The rep is able to provide a precise summary at any time regarding the number of articles which are out of stock over a given period – something which can prove a considerable advantage during negotiations.



**About Dubuission...**

Marc Lemay, sales & marketing adviser, describes this Belgian group which is 100% family-owned and completely independent.

Founded in 1769 by the Leroy family, the Dubuission Brewery is the oldest working brewery in Wallonia today.

At present, the Dubuission Group is structured as follows:

- Brasserie Dubuission Sprl covers all the brewery's beer production and marketing activities (Bush, Cuvée des Trolls)
- Distri Dubuission Sprl, created in 1996, is a drink distribution company serving the region's catering sector.
- There is also a property company which manages a large proportion of the land and buildings used by the above two companies.

The Dubuission Group thus focuses on two main activities which are distinct yet complementary:

- The production and marketing of the Bush and Cuvée des Trolls beers
- The distribution of various drinks (beers, waters, soft drinks, aperitifs, etc.) to various catering outlets from Comines to Brabant Wallon.

The Dubuission Group employs 45 people and generates a combined turnover of around 16.5 m euros per year. Export accounts for 20% of the brewery's turnover (approx. 1 m euros) and particularly targets France, Italy and the USA (where Bush is marketed under the name Scaldis).

In Belgium, the brewery's target market is 35% in the catering sector and 65% in volume retailing, while the distribution business deals with around 250 cafés in the catering sector.

[www.br-dubuission.com](http://www.br-dubuission.com)  
[www.cuveedestrolls.com](http://www.cuveedestrolls.com)

**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.)

CRMmobile thus guarantees a rapid return on investment (ROI) and a high level of appreciation on the part of users.

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