

Sara Lee 's wishes, CRMoblie's command...

A powerful vision...

The Household & Bodycare Division from Sara Lee represents several hundred product lines distributed via various channels: directly in supermarkets and via partners in the service station, DIY and car accessory retail sectors.

"Before they were provided with PDAs and the CRMoblie package, sales reps were focusing on small, time-consuming distribution chains, while the most important chains were not receiving sufficient coverage."

Before Euremis's mobile solution was introduced, there was no individual shop record. The daily reports consisted purely of an order form number

and a brief 'standard' comment without any visibility monitoring. When assortments were checked, all the datas had to be entered manually. This was not done systematically, and hence did not provide a reliable database. Things were rapidly getting out of hand.

When he took on his new role, Philippe De Man worked in successive stages. A description of the sales team's situation and role was drawn up, and compared with the needs expressed by the volume retailing sector: It became clear that, in order to meet those needs as closely as possible, consideration had to be given to the use of a tool to automate the salesforce's activities.



"When I took on the running of the team just over two years ago, our only tools were a fax machine, paper and pencils..."

Philippe De Man, National Field Sales & Category Manager.

Choosing a tool

The first solution to be considered, the PC, quickly proved onerous in terms of investment and hard to use in the field. One of the sales reps had heard talk of a PDA-based tool. Though initially sceptical, Philippe De Man contacted Euremis to obtain more information about CRMoblie.

"After Euremis had presented its mobile solution for salesforces in fast moving consumer goods sector, we were convinced that CRMoblie for PDA was the ideal tool for our sales team."

"Following Euremis's presentation and in view of their expertise, we felt fully confident."

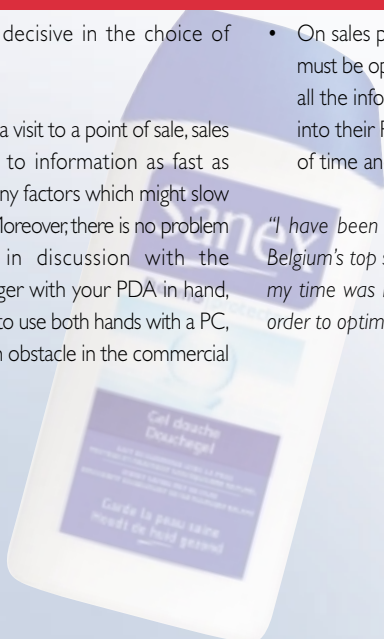
Why Euremis?

Two factors proved decisive in the choice of solution:

- When they are on a visit to a point of sale, sales reps need access to information as fast as possible, avoiding any factors which might slow down that access. Moreover, there is no problem about engaging in discussion with the department manager with your PDA in hand, whereas you need to use both hands with a PC, which can prove an obstacle in the commercial relationship.

- On sales point visits, every minute counts and must be optimised. Sales reps used to write out all the information on paper, then transcribe it into their PCs back at home, resulting in a loss of time and efficiency.

"I have been a sales rep and worked in one of Belgium's top sales teams, so I knew exactly where my time was being wasted and what I needed in order to optimise my effectiveness at sales points."






euremis
mobile solutions

One march on the field

Nowadays, sales teams have to cope with numerous obstacles, such as site locations, assortments and a reduction in the number of sales point personnel. In such circumstances, Euremis's straightforward, user-friendly tool makes it possible to provide relevant information, particularly as far as shop department and product category management are concerned.

The sales team has been using the solution from Euremis for nearly a year, and all the reps are convinced that the solution has improved their effectiveness.



Initially, the difficulty laid in persuading the reps to perform tasks which had not previously been performed, such as assortment or product monitoring, noting down whether actions had been performed or not, encoding the results obtained and so on. Euremis's tool introduced a systematic approach to the reps' working method.

Philippe De Man's role was thus to convince his team of the importance of these tasks which had to be performed at the various points of sale.



About Sara Lee...

Established in 1939 under the name 'CD Kenny Cy', the American group Sara Lee Corp., whose headquarters are in Chicago, specialises in food (Douwe Egberts, Maison du Café), lingerie (Playtex, Dim) and cleaning products (Kiwi, Ambi pur, Sanex). The group has production units in 58 countries and employs 137,000 workers worldwide.

Sara Lee Belgium, which is based in Grimbergen, has three divisions: Coffee & Tea Retail, Coffee Systems and Household & Body Care. The last of these generates a turnover of 40 m euros and employs 50 people.

Philippe De Man, National Field Sales & Category Manager of the 'H & Bodycare' Division, heads up a team of 15: 13 sales reps and two district managers. 11 of his team now use the tool CRMmobile in the field.

<http://www.saralee.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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