

Schweppes more tonic with CRMoblie



Need for daily update on customer information

The "cold drink market" represents the sector of snack bar, service station, all-night shop, newsagent or a chip stand. Until recently, the soft drinks producer Schweppes Belgium only had contact with them through distributors.

In this sales channel, where consumers try out new products more readily than elsewhere, the company sees yet even more opportunities, for example for the smoother launch of additional tastes or light versions of products. So the Belgian branch was the first in Europe to investigate this market.

In consultation with the distributors, Schweppes Belgium decided to go and manage 7,000 of the more than 20,000 potential sales outlets in Belgium, using four sales representatives who visited the outlet managers and two people in the call centre.

"For optimal client contact, the salespeople have to be kept informed of the activities of the call centre and vice versa. That's why we wanted to equip our people on the road with IT appliances for exchanging information directly with the company systems each day. Up till then we had worked on paper. Customer data came on filing cards and the salespeople faxed through their visit reports daily. These we then had to type up. Besides writing and reading errors, it also meant that urgent information was often out of date by the time it was in our system", explains Matthias Verberckmoes, IT manager at Schweppes Belgium.

"Previously our salespeople visited 8 clients a day. With the pocket PC they can manage 14 on average. Their work is easier thanks to the GPS module and the intuitive and user-friendly approach of CRMoblie."
Matthias Verberckmoes, IT manager, Schweppes Belgium



The choice for a PDA solution (Pocket PC)

A laptop was not an option for the sales representatives in the cold drink market because they do more than just negotiate and record orders. Sometimes they also have to check the stock, set up advertising material, deliver products or fill in time. Then a laptop would be an awkward appliance and not well-adapted to the environment.

Schweppes Belgium then decided to work with Euremis and its solution CRMoblie on PDA (Pocket PC). This solution enables the sales representative

to input data clients, visit report and orders.

After a talk with Euremis, a specialist in mobile applications for pocket computers, the solution was launched on PDA.

"Now our salespeople synchronise their pocket PC with our company systems daily. They send the data through their mobile phones. This takes just three to four minutes. This means they themselves, as well as the call centre staff, have access to pretty much





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complete customer history at all times. Their orders are also faxed automatically to the distributors. Moreover, because all the data are now centralised straightaway, the head of department can write

reports quickly and adjust policy if necessary", adds Matthias Verberckmoes

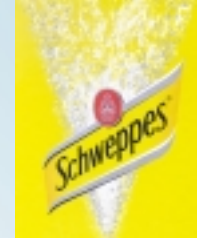
More productivity and clearer insight

The pocket PCs provide huge gains in productivity. "This is the logical approach of CRM mobile software. Our collaborators get to see easily on their pocket PC what they are expected to do straightaway. Moreover, they have to input very little text. The software works as much as possible with well-thought out multiple-choice lists that you just have to tick."

With the software CRM mobile, Schweppes Belgium has seen an increase in sales besides productivity. What is more, the flexible method of gathering information has opened up new perspectives. "We now have a much better insight into the cold drink market", says Matthias Verberckmoes.

"The presence of our products in this market segment is growing and we see clearly that sales are increasing. Also, the detailed data in our database allow us to make interesting analyses. Based on these, we are going to carry out targeted actions in this sector."

For just four users, Schweppes Belgium recovered the cost of the mobile application in six months because the investment in development and materials was limited. Today, the project is being expanded to other market segments (food and beverage distribution with a total of 25 users) and has also aroused the interest of foreign colleagues in the group.



About Schweppes

Schweppes Belgium is one of the biggest suppliers of drinks and confectionery. The company is the Belgian division of the Cadbury Schweppes group. With a turnover over 40 millions euros, Schweppes counts around 150 collaborators in Belgium. The Company distributes sodas such as Schweppes Tonic, Schweppes Agrum, Orangina, Oasis, Gini, Canada Dry, Dr. Pepper,... in different channels of distribution which are "Cold Drink Market", Horeca and Food market.

www.schweppes.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.)

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



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