

## The grass even greener thanks to CRMoblie...

### Pieces in the puzzle...

"I arrived at Scotts in 2003," explains Ivan Verbeeck, Sales Director Benelux. "Due to the merger between ASEF and KB in 1999, it turned out that there was a need to revise the operating methodology and instill fresh motivation into the sales team. In view of my experience of automated systems, I decided to take the project in hand.

During my first six months at Scotts I identified the various pieces of the puzzle. I then decided to put everything together, only to discover that some pieces weren't working..".

### Our business is highly seasonal. We have 12 weeks in which to generate our annual turnover...

"In our business, there are two main periods: the pre-season period from October to February and the season from February to June."

(from sales reps, directly from customers), and had to then be translated into the system, with the potential risk of things being misread or misunderstood. If a dispute arose in the "season", the especially busy period, it could only be dealt with three or four months later, which had a negative effect on our image with customers.

"It was vital to reduce the number of disputes and the time taken to deal with them when they arose."

Before the arrival of Euremis:

**Sales reps:** during the "pre-season" period, sales reps would be out on visits until 11 pm, and would then go home and have to get to work placing orders. They worked on the basis of 8-page paper order forms listing 300 articles, and would send off their faxes around midnight, as any order placed before 11 am was delivered within 48 hours. There were problems to do with working hours, the reliability with which documents could be sent off and received (with fax machines breaking down or jamming) and meeting customer delivery deadlines.

**Customer Service:** the personnel were spending far too much time taking orders and recoding documents. Orders arrived by various channels

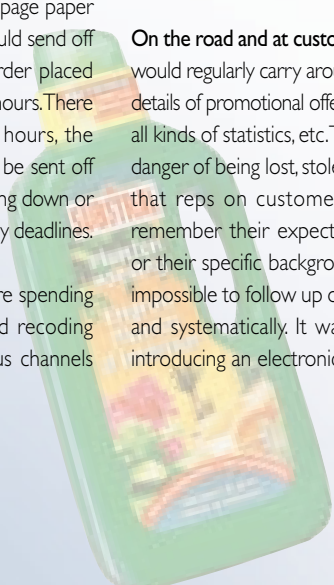
**On the road and at customers' premises:** sales reps would regularly carry around 30 to 40 kgs of paper: details of promotional offers, new packaging samples, all kinds of statistics, etc. These documents were in danger of being lost, stolen or left behind, meaning that reps on customer visits were unable to remember their expectations and requirements or their specific background, and hence making it impossible to follow up on promotions adequately and systematically. It was high time to consider introducing an electronic system.



"We're busy finishing off an advertising campaign, and we are going to put it on the sales reps' PDAs. It may seem like a small thing, but they're so proud to be able to show something like that to the customer..." concludes **Ivan Verbeeck**.

**"The important thing for me now is the optimal use and continued improvement of CRMoblie."**

**Thanks to CRMoblie, communication between field personnel and the back office has definitely improved, order entry problems are a thing of the past, we are systematically monitoring sales point promotions and we have stopped our use of both paper and faxes, which tended to have rather unpredictable results anyway...**





**euremis**  
mobile solutions



### In search of the solution best suited to our needs...

I set about looking for the tool which was best suited to our situation. I was aware of the existence of the customer service management concept, but nothing more. I attended various seminars and came into contact with Euremis there; two years ago, it was the only company to offer a salesforce digitisation

system on PDA. We initially considered working with another company, but the tool they were proposing was based on laptop, which was far from ideal in the field, and I wasn't happy about that. So I found the solution at Euremis: most of our problems have been resolved thanks to CRMoblie.

### Discovery of CRMoblie

I manage a team of seven sales reps and two account managers. With CRMoblie, I know my reps' schedules and activities - something they have differing views about. I've started compiling statistics and explained to the field staff what action points could be drawn from them. During Sales Meetings, I have specifically made a point of presenting graphs, results and comparatives, relating to numbers of visits, closures on visits and orders.

Personnel support for the CRMoblie tool was facilitated by the involvement of a sales rep in the test phase.

In October 2005, Ivan Verbeeck entrusted Greet Van Goethem, Sales Support, with the management

and daily monitoring of CRMoblie and with the development of its functionalities. *"It's your project, sort things out so that it works optimally."* Since then, product presentation photos have been updated and utilisation reports have been issued on a regular basis. A weekly meeting brings together the relevant players to discuss matters relating to the development of CRMoblie, and the results are evaluated with the sales reps every month. In conclusion, thanks to CRMoblie, our rep's work more efficiently and have access to the complete information regarding the customer. The customer service's work load has considerably decreased and I now have reporting tools in hand and that gives me a complete view on the field.



### About Scotts...

Ivan Verbeeck, Sales Director Benelux, presents a company which now employs 7,000 people worldwide.

SCOTT'S, founded in 1868, is known in Belgium for its five flagship brands: Evergreen (lawn fertilisers), Substral (liquid fertilisers and compost for houseplants), ASEF (garden composts and fertilisers), KB (insecticides, fungicides and weedkillers) and Roundup (weedkillers). The five brands represent just over 300 product lines.

Scotts' parent company is based in Maryland, USA; Ecully near Lyon is home to the group's European headquarters and employs 200 people, while the office at Sint-Niklaas, which has particular responsibility for sales activities, covers Benelux and employs 22 people.

[www.scotts.be](http://www.scotts.be)  
[www.scotts.com](http://www.scotts.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.)

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

### INFO • INFO • INFO • INFO

Following the Euremis solution's validation by the parent company's IT department in the United States, Scotts France has opted for this solution...

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