

Case study

“ Thanks to i-snapshot we are working much smarter. ”

Keith Horner, Sales and Purchasing Director, Birchall Catering



Birchall Catering Supplies

The industry: Food Service

The location: Europe

Number of field sales: 5-15

The background:

Birchall Catering Supplies is an independent food supplier servicing over 1,000 caterers from their four distribution sites across the North of England and North Wales. Servicing caterers, who are mostly independent, such as nursing homes, hotels, restaurants, schools, colleges, industrial caterers and leisure sites, they provide a flexible, personal and professional service.

Operating as members of the Country Range Group, they offer ambient, chilled and frozen foods, as well as non foods and catering equipment.

The enquiry:

Although operating across a wide geographical distribution area, Birchall Catering Supplies have a close knit field sales team, managed through close communication and personal contact with formal reporting only taking place at sales meetings or when required.

Although it was felt that this worked well, Keith Horner, Sales and Purchasing Director, came across an information mailer from i-snapshot which his managing director passed on to him. After a little more internet investigation Keith decided to get in touch with i-snapshot to find out more.

Keith states, “I was happy with the way my team reported, but I was curious to find out more about i-snapshot. To move forward as a business I felt there was a need to carry out a deeper analysis on our field sales activity. Information on where effort was being spent was really important to us, and the reporting method which we used, although giving me an in depth view of each prospect and customer, was not as quantitative as I would have liked.

The success:

Wanting to find out more, Keith made an appointment for a demonstration in early August 2008. “During the meeting with i-snapshot, it became very clear that i-snapshot would be able to provide us exactly what we needed and more.” Keith goes on to say “Without the need of paperwork, our Sales Manager would have access to data which could give him an insight to where effort was being spent and success was being achieved. More importantly he was able to spot where support was needed to help improve individual performance.

The tool was rolled out in September 2008, and after training Keith and his team saw the benefits of the simplicity of i-snapshot, “Our sales team already had access to mobile phones, so there wasn’t any need to buy any equipment. I have to say initially my main concern was how quickly the team could adapt to the coded texting but I was impressed at how quickly they took to it!”

Already the main benefits of the tool have started to emerge. “The information which we had used in the past, indicated that our sales teams’ efforts with our larger accounts was in line with our sales strategy, however quantitative data received via i-snapshot proved that this was not always the case. We very quickly identified through i-snapshot that too much effort was being spent with the smaller accounts, which came as a surprise to the team. We still maintain close contact through discussions, as it is important for us to maintain the cohesive team we have. However, i-snapshot provides us with another dimension, the hard data to support and measure the decision making.”

Keith sums up “There are many different facets and benefits to i-snapshot. As a management team we focused on using the management information in a proactive manner. We have adopted a positive approach and our next steps are to use it to identify training and support needs of our team.”



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