

Case study

“ Thanks to i-snapshot, we know our sales people are in the right place, at the right time, selling the right products. Especially in the current economic climate, this is more important than ever. ”

Darcy Bristol, Director of Sales and Sales Operations

The industry: Food Services

The location: Canada

Number of field sales: 16-25

The background:

Since Henri Nestlé developed the first milk food for infants in 1867, and saved the life of a neighbour's child, the Nestlé Company has built a business as a leading nutrition, health and wellness company.

Nestlé Professional is a division of the famous Nestlé brand, and they offer food, beverage and service solutions to clients such as hotels, restaurants and sporting venues, to name but a few.

Nestlé Professional Canada has a sales force who manage their own workloads, and are field based, generating around 1000 customer and prospect calls per month.

The enquiry:

Back in August 2007, the Nestlé Professional sales division used a combination of systems to record sales activity. This included a CRM (customer relationship management tool) and ERP (enterprise resource planning) application.

Darcy Bristol, Nestlé Professional's Director of Sales and Sales Operations, goes on to say, "The CRM tool was geared towards measuring account management activity and didn't provide us with a view of sales activity."

He continues, "We also found the process to update the system too time consuming. It could take a sales person up to 30 minutes to enter each call and sometimes there"



was further administration to be entered at the end of each week. Therefore, we were losing around 5-7 hours per week, per person.

The Nestlé Professional management team started to search for an alternative solution which would reduce the administration time. Darcy was also in search of a tool which could generate reports which would provide a full breakdown of where sales effort was being made.

The success:

An i-snapshot representative came to visit Darcy and the team to demonstrate how the tool worked and what system requirements were needed. Darcy explains, "The first thing that struck me about i-snapshot was how simple it was to use and it required nothing more than a mobile phone, which my sales team already have, to enter all of the sales activity data."

There are many benefits to i-snapshot. Darcy has particularly found that the way in which the teams report their activity is a huge advantage. He goes on to say, "A great deal of our sales calls are made right in our customers' kitchens. This is not the ideal place to be pulling out your laptop to enter in customer data or sales activity! Instead, my team send a simple coded text message from their mobile phone and their reporting is done. This means that at least half a day is freed up to concentrate on selling."

Darcy finishes, "i-snapshot has certainly provided a change of pace, and it provides a clear view of what is happening out in the field. Our aim is to ensure we are selling the right product to the right customers, and i-snapshot helps us achieve this."



i-snapshot

Driving Sales Performance

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