



MOTION INDUSTRIES IMPROVES PERFORMANCE WITH MOBILE SALES FORCE



Key Benefits...

- Saving of 50 hours administration time per week
- Total visibility of sales team activity
- Absolute security of sales information

Motion Industries is a local supplier of the world's leading bearing and power transmission products, to small, medium, and large organisations. Motion Industries operates a national network of 22 sales representatives to manage the customers in each region. Because of the geographical dispersion of the sales force, centrally managing this team and ensuring sales KPIs and customer expectations are met or exceeded is a particular challenge.

To provide central visibility of the sales activity, an in house system was developed and enhanced over time, however it had no capability for sales people to access the information directly and relied on office resources to enter information and distribute hard copy reports to the team. This process meant sales representatives and management did not have any real time view as to who was interacting with customers and the outcomes of all this activity.

Impact on the Business

Although this system worked, it was cumbersome, labour intensive, prone to error and did not cater for any customer interaction from anyone else in the organisation outside of the Sales Representative force.

Management reporting was never in realtime because of the time delay involved in getting the paperwork processed and there was a high risk of losing or not following up customer inquiries in a timely manner.

How Motion Industries wanted to solve the problem

Mike Donovan, Managing Director, wanted Sales Representatives to have access to important customer information and the ability to complete their call reporting in realtime using a single communications device. This would eliminate the paper flow between the offices and automate the manual process of data entry, and provide realtime access to information to the sales and management team.

FUSION5 CASE STUDY

About Fusion5

Fusion5 aims to provide higher levels of service and value to organisations that have recently implemented, or are about to implement leading software package solutions such as JD Edwards, Oracle, Pivotal and PayGlobal.

Our guiding principles include:

- Ensure the customer implements the foundations correctly
- Work with our customers to offer a fresh perspective and new ideas
- Deliver value through speed, effectiveness, communication and closure
- Present opportunities to enable our customers to leverage their investments into the future

Fusion5 delivers on these principles. We have a team of consultants with a wide range of industry experience, years of implementation expertise, and practical hands-on configuration knowledge. We have seen many, many installations, and we know what works and what doesn't.

Having worked in the services market for many years, we have also gained practical experience in the most effective ways to optimise enterprise solutions so that they deliver additional business benefits to your organisation.

As a leading provider of mid-range solutions, our team offers the full range of consulting services including onsite consulting and remote applications management, tailored workshops, documentation, technical design and architecture and software development.

Contact Fusion5 on 04 473 4552 or 09 379 0525

Motion Industries looked at several different Customer Relationship Management and Mobile solutions including Fusion5's Envisage. "It was critical that we found a solution that would be cost effective to implement, easy for our team to use and adapt to our unique needs" says Justin Reay, IT Manager.

With the implementation of realtime systems through mobile devices, Motion was concerned at the inability to protect the integrity and security of critical customer and sales information. Security would be compromised if unauthorised persons were to access a username and password and thereby have access to information. The BlackBerry™ device was chosen because of the additional security features it offered, allowing access to be controlled from the server and allowing the administrator to immobilise a lost or stolen handheld device.

"We also wanted a partner that understood what we were looking for and would be able to lead us through the project to deliver on the objectives. Fusion5 has extensive experience in delivering business applications over the BlackBerry network, and Envisage software was easily customisable, as well as offering powerful functionality for the people in the office to use; this made it an ideal fit for Motion"

Expected Results

The Envisage solution replaced the Access/Excel/paper based system with an end to end electronic solution where all company interactions with customers are collected remotely and centrally stored and managed. This new system enables sales management to have a complete picture of what is happening out in the field, as it happens.

Realtime reporting results from the sales call being logged into the system at the time the call is made instead of having to wait days for the paper based call report to be faxed up to Head Office. Motion expects to save in the vicinity of 50 - 60 hours per week in administrative over-head by eliminating the manual process, and allow the team to focus on engaging with customers.

With the ability to enhance the call routes for sales representatives, Motion Industries expect that they will be able to increase the number of customers they reach each week, allowing them to have more face time and allow the sales team to do what they do best.