



BlackBerry Customer Success Story



Brazilian Distribution Company Closes Deals On-The Spot with Help from BlackBerry Solution

THE CHALLENGE

When Ecopaper's sales force visited clients, they carried an armload of documents, including price lists, information about previous sales, client history and other relevant data. This manual approach to paperwork was expensive and highly inefficient, since it was difficult to organize the material and paperwork could be easily lost. Sales executives risked not finding the information they needed during meetings and that didn't help them convey the professional image they'd set for themselves.

Placing sales orders after each visit was equally complicated. The sales rep would call the central office and transfer the information to an employee who would enter it in the system. This process was lengthy and the margin for error during data entry was unnecessarily high.

In addition, sales executives were too busy to regularly update the company's database. Crucial information such as sales history, client preferences, feedback, buying behavior and changes in contact information took up to three months to be uploaded into the system. This long delay meant that Ecopaper was not able to analyze current data and was losing business opportunities because it could not provide a more tailored service to its customers.

THE SOLUTION

Ecopaper equipped its sales force with BlackBerry® smartphones and deployed a mobile application called PWAP, from BlackBerry® Associate Alliance Member True Systems, to automate the sales process. To access the application, sales executives simply click on an icon on their BlackBerry smartphones and enter their secure username and password.

Now sales executives can remotely access crucial information to close a deal, such as price lists, discount rates and product inventory. They can also view their customers' contact information and background on purchases made by any given client.

"The sales team was visiting clients with a bundle of papers under their arms," said Eduardo Marçola Teixeira, IT manager, Ecopaper. "It was difficult to find accurate information about a customer and submitting an order would have to wait until the end of the day."

The information accessed on the BlackBerry smartphones using the PWAP application is synchronized with the company's database system. This means that data accessed while on the road is the same information that is available on the company's server system.

Ecopaper Comércio de Papéis e Descartáveis Ltda (Ecopaper) is the exclusive distributor for Melhoramentos Papéis, a Brazilian producer of hygiene products for business use. Ecopaper distributes the products across the state of Rio de Janeiro including the Serrana, Médio Paraíba, Costa Verde and Litoranea regions, as well as neighborhoods in the city of Rio de Janeiro.

Industry: Distribution/Wholesale

Region: Latin America

Company Size:
Small Business - 72 employees

Email Platform:
Microsoft® Exchange

Solution: PWAP by True Systems

“Now that our sales executives have all the information they need to close deals right in their pockets, they have the relevant information to negotiate with customers. Thanks to the BlackBerry solution, the work of sales executives has become more efficient and more accurate, providing a considerable gain in sales for Ecopaper.”

Eduardo Marçola Teixeira
IT manager
Ecopaper

KEY BENEFITS

- Improved customer service
 - Faster processing of sales orders
 - Better reporting capabilities
 - Easy access to product inventory and price lists
 - Reduced printing costs
-

In addition, sales executives can create and submit a purchase order directly from their BlackBerry smartphones. By accessing the list of Ecopaper products, they can select the items the customer would like to purchase and enter the quantity of each item ordered. Also, when entering the purchase order, users can select the option to have a copy of the order sent to the customer. Once the order is submitted, the system automatically sends an e-mail to the client with the order details.

Ecopaper's sales representatives also use the BlackBerry solution to check the status of their customer orders by accessing the list of products en route, tracking product shipments and obtaining the expected date of delivery, even while out of the office.

ECOPAPER'S BENEFITS

The BlackBerry solution helps Ecopaper's sales executives easily find price lists as well as client contact information and historical records. The solution has given them the ability to provide a better, more personalized service to their customers. Having remote access to current product information while visiting a client also gave the sales team more tools for negotiating, which ultimately helps the company increase sales.

Ecopaper has also started to see savings on printing costs since sales executives no longer need to print information to take to customer visits.

“Now that our sales executives have all the information they need to close deals right in their pockets, they have the relevant information to negotiate with customers,” said Teixeira. “Thanks to the BlackBerry solution, the work of sales executives has become more efficient and more accurate, providing a considerable gain in sales for Ecopaper.”

The process of placing orders from the BlackBerry smartphone is significantly faster than the older paper method, which helps optimize overall sales performance. Sales executives have increased their productivity because they don't waste valuable time on the phone with colleagues to provide them with product information or to place orders. With no intermediaries needed to place orders, the margin for inputting errors has been greatly reduced.

“When sales executives placed sales orders by phone, the process could take up to half an hour, taking up their time and the time of other office employees,” said Teixeira. “Now, it only takes about five minutes. This is the kind of efficiency we've gained in our sales process with the BlackBerry solution.”

Their solution keeps the company's client and stock information up to date. Any changes to customer reports done from the BlackBerry smartphone are automatically synchronized with the company database. Customer reports are therefore constantly updated with accurate and detailed information, which Ecopaper is now using to capture new business opportunities and grow the company.

www.blackberry.com/go/success



Results specific to Ecopaper Comércio de Papéis e Descartáveis Ltda and may not be typical. This material, including all material incorporated by reference herein or made available by hyperlink, is provided or made accessible "AS IS" and "AS AVAILABLE" and without condition, endorsement, guarantee, representation or warranty of any kind by Research In Motion Limited and its affiliated companies ("RIM") and RIM assumes no responsibility for any typographical, technical, or other inaccuracies, errors or omissions in this material and shall not be liable for any type of damages related to this material or its use, or performance, or non-performance of any software, hardware, service, or any references to third-party sources of information, hardware or software, products or services including components and content such as content protected by copyright and/or third-party web sites (collectively the "Third Party Products and Services"). When you subscribe to Third Party Products and Services you accept that: 1. It is your sole responsibility to: (a) ensure that your airtime service provider will support all features; (b) identify and acquire all required intellectual property licences prior to installation or use and to comply with the terms of such licences; 2. RIM makes no representation, warranty or guarantee and assumes no liability whatsoever in relation to Third Party Products or Services. The limitations and exclusions herein shall apply irrespective of the nature of the cause of action and in no event shall any director, employee, agent, distributor, supplier or independent contractor of RIM have any liability related to the material. © 2011 Research In Motion Limited. All rights reserved. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. All other trademarks are the property of their respective owners. MKT# 39079-001