

Advanced mobile and multilevel CRM solution for Ficosota in two countries

“ With the CRM solution implemented by Balkan Services, now we can manage with no hassle a multilevel sales structure across two countries, which gives us the power to closely follow and optimize the entire sales process and significantly increase profit. ”

Iliia Arbov, General Manager, Ficosota Bulgaria and Romania

Ficosota is a Bulgarian company established in 1994, and is manufacturing home and personal care products, dairy food and snack food. It is growing fast, currently exporting to 45 markets, with 7 production facilities and employs more than 900 people. The company has its own subsidiaries in the USA, Singapore, Romania, Ukraine and Greece.

Already a leader on many European markets, the company works hard to offer customers high quality products, effective solutions and excellent results.



The CRM project was implemented in the offices of Ficosota in Bulgaria and Romania and consists of two integrated subsystems. The first is the back-office solution realized through Microsoft Dynamics 365 for Sales which is a cloud solution that allows for dynamic increase of the number of users and development of new functionalities.

The second subsystem is a solution realized through Resco Mobile CRM and covers the activities of the company mobile sales force for the two company divisions – Food and Non Food.

The solution works in offline/online mode and can be synchronized with the back-office manually or automatically at any time.

The back-office part manages all client and distributor data. A 7-leveled sales structure with different access rights was developed and defined in the solution, covering both divisions of the company. The routes are defined on a monthly basis together with their reoccurrence (weekly, every two weeks, monthly, etc.). Tasks for every visit are defined (by division, employee, customer type, industry, and client).

It also provides the possibility for dynamic change of the schedules with automatic update for every user. The activities and all reports of the sales teams are closely followed in the back-office solution.

The mobile part of the solution provides individual access for every user to the customer base and their individual routes and tasks, reflecting the respective level in the sales structure. For the sales force activities, Ficosota chose Android based tablets.

During a visit, the sales person performs preliminary defined individual tasks together with tasks relevant for their level (check for products and advertising materials availability, merchandizing, checks performance according to agreements, follows the activities of the competitors, etc.). The solution allows also for ad hoc registration of visits and tasks, appointment of tasks to the lower sales levels in the structure, automated task prioritization, reporting according to the sales structure, and registration of new shops and distributors.

Further development of the project will cover tracking of individual targets, GPS coordinates and maps integration, stocktaking and development of a knowledge base.

SOLUTION OVERVIEW

Ficosota Bulgaria and Romania
Manufacturer of home and personal care products, dairy food and snack food.

Industry
Manufacturing, Wholesale.

Activities
Home and personal care products – Feya, Tema, Exoy, Savex, Semana, Teo , tete-a-tete, Blazy, Milde, Emeka, Everbel and Puffies; Snacks – Bruschetti Maretti, Kubeti, Tornado, Motto; Dairy products – Terter, Bulgarea.

Coverage
45 markets worldwide

Users
General Manager, Regional Managers, Zone Managers, Key Account Managers, Traditional Trade Managers, Merchandizing Managers, Merchandizers, and Sales Representatives. More than 150 users.

Issues to be solved
Insufficient feedback information on the real activities of the Sales department outside the office. Limited possibilities for predefinition of the routes and their dynamic change. Old fashioned reports and no unification.

Challenges for the Company
Reorganization of the whole sales Department (Food and Non Food Divisions). Assign a Project Manager and a team for the CRM project. Define the project scope, divide it into small subsequent steps and define milestones. To ensure that the project is accomplished within the defined very tight timeframe (1 month).

Benefits
Possibility to manage a multilevel sales structure. Centralized and automated tasks and routes distribution according to a predefined schedule for every employee individually. Every level is able now to assign and follow individual tasks to the levels below in the sales structure.



FICOSOTA