

Leather goods manufacturer improves customer service and productivity with BlackBerry solution and Newmann



Valigeria Roncato produces and markets leather suitcases in Italy, Germany, Austria, Belgium and Holland. With annual sales of more than 40 million euros, the company produces around 1,500 suitcases per day and operates a logistics headquarters of 25,000 square metres, manufacturing products that are then sold in more than 50 countries.

The Challenge

Commercial managers in the field need to communicate with local stores, manufacturing plants and headquarters on a daily basis. One of their main tasks is to deal with customer orders and evaluate whether the warehouse has certain products in stock and whether they can meet shipping deadlines. The sales process in this sector is closely linked to the availability of merchandise. To maintain market leadership it is vital for Valigeria Roncato to be able to respond to shipping orders almost immediately.

"Traditionally, our sales force used laptops to view the availability of our products and gather product order information by accessing a company portal via the internet", explains Alessandro Chinellato, IT Director for Valigeria Roncato. "But the need to connect to the internet often caused problems and could lead to major delays."

This reflected badly on the company's image and reduced the productivity of its mobile workforce who were forced to return to the office to input the orders onto the company's ERP (Enterprise Resource Planning) system or to access necessary data.

Valigeria Roncato needed to tighten up its entire sales process in order to overcome this challenge.

Benefits

Integration with the company's ERP system

Improved reactivity of the sales force in the field

Increased productivity

Improved logistics management

"Commercial managers can verify the personal details of the client and availability of products and order status from anywhere by using their BlackBerry smartphones. At this point they have no need to return to the office."

Alessandro Chinellato,
IT Director, Valigeria Roncato Spa

The Solution

The company had previously distributed a number of BlackBerry® smartphones to its commercial managers, who used the devices for phone calls and receiving email. Valigeria Roncato realised that the devices could be used to provide mobile access to the data commercial managers needed to complete orders.

Thanks to the support of BlackBerry® Alliance partner, Newmann, a Systems Integrator and Software Development company, Valigeria Roncato quickly realised the potential of the BlackBerry smartphone. Newmann implemented an application that was accessible via the BlackBerry® Enterprise Server and allowed users equipped with the smartphones to view sales data and process orders no matter where they found themselves. The application, Mobile.res, was quickly integrated with both the BlackBerry solution and the company's software platform.

Valigeria Roncato's managers can view the personal data tables of the clients they are visiting directly on the screen of their BlackBerry smartphone. They can also verify the availability of requested products or even insert a product order directly into the central system from their BlackBerry smartphone. The moment that the product orders are registered, the ERP system automatically attributes the requested products to the respective client, thereby cancelling these requested products from the warehouse database. This ensures the timeliness of deliveries and effective inventory management in real-time.

Moreover, the Mobile.res software automatically applies discounts and offers available at the moment in which the order is placed via the BlackBerry smartphones. Managers are thereby able to supply their clients with the current price of the merchandise ordered, in real time.

The Newmann application was immediately appreciated by users, who have already familiarised themselves with the functions of the BlackBerry smartphone and appreciate its user-friendly interface and great versatility. In fact, since it is available in many languages, the platform application is being used in all of Europe and it permits users to view sales statistics and create reports which can be exported in PDF or Excel file formats.

The Benefits

Thanks to the BlackBerry solution, Valigeria Roncato's managers are now better able than ever to manage the entire sales process by using their BlackBerry smartphones while they are in their client's shops or on-the-go. The sales force's reaction times have been significantly reduced and the commercial agents are no longer forced to return to the office to access company data or insert product orders into the central system.

"The users have demonstrated that they are more inclined to use the smartphone as an instrument to get work done remotely, and therefore consider the laptop PC obsolete", said Alessandro Chinellato, "and this is due to the manageability of the BlackBerry solution. The BlackBerry ensures that our customers have the best possible image of our company."

The return on the investment is already tangible for Valigeria Roncato management in as much as they have increased the speed with which they respond to their clients and have also increased the productivity of their sales managers who, thanks to the BlackBerry solution and Newmann's order management application, have drastically reduced downtime.

Warehouse logistics management has been simplified and made more efficient, mostly due to the ability to automatically block off and appoint the products ordered via BlackBerry smartphones. The sales agents can manage their own work schedule in a more flexible way and are never put in a difficult situation by variations of promotions or availability of products.

The use of BlackBerry smartphones during the sales process has infinitely improved the company's image and has had a positive impact on the business overall. Given the positive outcome of the first phase of the BlackBerry Solution deployment, Valigeria Roncato intends to proceed with greater mobilisation of their company's operations. In particular, the company plans to distribute bar-code readers and portable Bluetooth printers to commercial managers in order to further enhance its on-the-go sales process.

For further information:
www.blackberry.com/uk/mobilecrm