



CompuCount

Automating sales and delivery



Case study: Clada Group

Background

Clada Group, founded in 1962, is 100% Irish owned and operated. The company originally sourced, bottled and distributed carbonated soft drinks. It now also imports and distributes fruit and vegetables and wines from around the world.

Clada Group wished to enhance the way the sales process was managed and to eliminate paper order forms and delivery dockets. The sales process would then be significantly shortened with the products ordered being collated in the warehouse within minutes of the sales person leaving the customer.

Having tried to implement similar mobile computing systems with two other companies, Clada Group approached CompuCount in September 2008.

Sales process

CompuCount analysed Clada Group's sales process. Clada has three types of sales activities:

1. Sales people take orders on predefined daily routes. Pocket POS provides each sales person with his route and list of calls. Using the O2 network, the order appears in the Exchequer system at the warehouse within seconds. This enables the order to be picked up promptly and dispatched.
2. When a sale is made at the customer site, the sales person creates an invoice transaction using the wireless handheld. Onscreen signature capture is used and an invoice is printed and uploaded to Clada's back office – again using the O2 network. Finding POD's for reprint or emailing is made very simple. Historical customer data is also available on the mobile pc.
3. Clada also has merchandisers with predefined daily routes. Pocket POS provides the information on each sales call and records the beginning and end of each call.

Enabling technology

Clada Group's mobile computing handheld systems were supplied by O2. The handhelds are GPRS XDA units, some with wireless Bluetooth printing. The company's accounting system is Exchequer, supplied by Exchequer Ireland. EDI invoicing is from CompuCount and uses the Celerity Managed service. Pocket POS software is from CompuCount.

Results

CompuCount's solution met each distinct need. In order to fully optimise the company's particular sales process, a number of customised enhancements were also implemented. The entire solution was live in less than two months.

Implementation of Pocket POS resulted in the complete elimination of sales order forms and delivery dockets. Customers' signatures are recorded on the handheld application and the entire sales process is automated. As all historical information needed by sales is available on the handheld pc, the sales process was significantly shortened. Errors were also eliminated as the route, call and order history are all stored in the mobile computer.

Objectives

- Obtain efficiencies in the sales order process
- Eliminate paper
- Improve customer service

Why CompuCount

- Proven GPRS enabled product
- In-depth knowledge of Exchequer
- Leader in integrated mobile computing solutions for SME distributing to the retail industry

Results

- Live in less than 2 months
- Complete removal of all sales order process paperwork
- New orders in system within moments of customer sign off
- Orders dispatched within 24 hours and making same day dispatch possible
- Profession, hi tech customer image



"CompuCount provided us with an excellent solution in a very short space of time. Since going live, we have added new sales people and provided them with the Pocket POS. Because all the necessary information is stored on Pocket POS, they were up and running extremely quickly."

Joseph Owens, Managing Director, Clada Group