

## bisTrack | Case Study



*Peter Howarth | Sales Director | Arnold Laver Timber World, Sheffield*

“By working closely with Progressive Solutions, we became involved in the development of software which combined a reporting function with the ability to access live product and customer data within the bisTrack management system used at all of our branches.”

### More selling, less paperwork

Once they have logged on to the software, users choose between five options presented on the smart phone screen: Customer Search, Product Search, Visit Report, Follow Up Action or Add Prospect. Using the Customer Search function, external sales representatives can access live bisTrack information such as a customer's available credit or their recent purchases. Product Search gives them access to all available stock by line, at every branch, as well as pricing information and sales history of each product. By using the Visit Report and Follow Up Action modules, reps and their sales managers can have a record in bisTrack of the reason and outcome of every visit and follow-up actions can be relayed, for example, to the marketing department. Within Add Prospect, the external sales reps can enter prospect customers' details and report on visits made.

Peter Howarth says his external sales team now have more time to spend selling to their customers instead of writing reports, making phone calls to credit control for account information, or to the sales office to check product availability. Using the smart phones to answer queries on the spot also gives the sales team more confidence in front of their customers and improves their professional appearance.

### Efficiency from the field team

Back in his real office, he can monitor his team's activities on a daily basis as their calls and enquiries are all fed back into bisTrack via the smart phones. He adds, “The information coming back from the reps is now available in a format which allows me to monitor trends and manage my staff more effectively over time. For example, it will be easier for me to point out areas or customers which perhaps are not getting the attention they require. Eventually I hope we can use bisTrack Mobile to help plan visits by postcode which will lead to fuel savings. Requests sent in to the marketing team will also allow us to track where our literature is going and where corporate hospitality is being used.”

Colin Dean, Corporate Systems Director, continues, “We now have around 70 devices out in the field and the synergy between bisTrack on the desktop and the smart phones has aided in the training of operators, as the mobile functionality so closely resembles that of the office system.”



## Arnold Laver

### Smartening up a sales team

The sales team at Arnold Laver are using 'bisTrack Mobile Sales Rep' which combines the use of smart phones and the bisTrack business management software developed by Progressive Solutions. As a result, all the external sales representatives from each of their 18 branches are now able to report in to their managers and access live bisTrack data over the GPRS network whilst out on the road.

Peter Howarth, Sales Director at Laver's Timber World Sheffield depot, explains, “Our old method of reporting meant that the reps were spending up to an hour each day filling out paper forms. Not only was this a waste of their time, but often the information they were reporting back wasn't used constructively. We also had no way of effectively tracking customer visits and monitoring the reps' daily activity. This resulted in our Corporate Systems Director, Colin Dean, and me talking to a company who were offering a system whereby reps could report in by text message. This in turn led us to investigate further communication options and then the idea of developing our own software, based on the requirements of both the management and sales teams.”