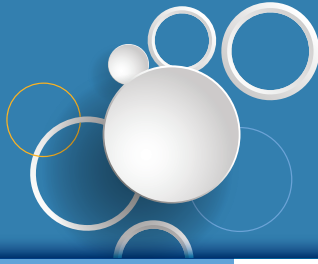


CASE STUDY

WIND



WIND SELECTED ENTERSOFT MOBILE CRM/SFA, TO COORDINATE ALL B2B SALES ACTIVITIES

Industry

Telecommunications

Customer Profile

WIND Hellas is one of the largest telecommunications companies in Greece. During the 23 years of its operation, WIND is established as a pioneer of mobile phone technology and has presented innovative products that have changed the telecommunications industry.

Users

>120

Challenge

WIND's and partners' salesforce needed a reliable Mobile CRM/SFA solution to segment this large customer base, target it and monitor daily field sales activities resulting in a real-time collaboration between backoffice commercial personnel and field sales representatives.

Solution

Entersoft Mobile CRM/SFA

Benefits

- Better lead targeting
- Automation of visit planning
- Better lead distribution
- A new online view of prospect clients
- Enhanced salesforce productivity
- A more organized sales process
- Orchestration of sales processes
- Advanced organization
- Useful insights to the management team
- Greater sales efficiency
- Greater sales flexibility
- Improved salesman performance

“With Entersoft Mobile CRM/SFA®, we automated all stages of the sales cycle to corporate customers, from running a campaign and attending meetings to the course of our bidding on the market and the final activation of customer-selected services. We also managed to create in real time the optimal proposal customized to the needs of each customer, simply by writing down a questionnaire on a tablet and sending the offer immediately to customers as proposed by the system.

By doing so, we have minimized executive intercoms and delay for specific service approvals as the sales representative has all the necessary information and material he needs. WIND's corporate representatives' time on the market has increased, making them more flexible and more direct, while the experience of our existing and potential customers is improving.

Theodoros Douros, Direct Business Sales & Pre-Sales Manager, WIND Hellas ”

Company

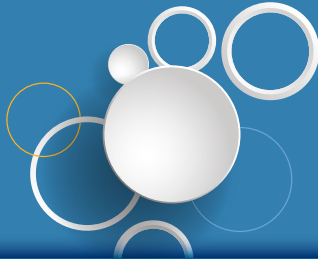
WIND Hellas is one of the largest telecommunications companies in Greece. During the 23 years of its operation, WIND is established as a pioneer of mobile phone technology and has presented innovative products that have changed the telecommunications industry. WIND is committed to becoming an outstanding independent telecommunications company within the European market, delivering unique value for money service to its customers. WIND was the first telecommunications company in Greece that offered its customers integrated Mobile Telephony, Fixed Telephony and Internet services.

Challenge

Small and medium businesses in Greece are often described as the “backbone” of the economy. Despite the frequently unstable operating environment and the challenges with which they are often confronted, they remain an important part of the market.

In this context, WIND via the SME department, exclusively addresses to SMBs and offers solutions especially designed for their needs, solutions whose key feature is flexibility. Equally flexible must be the SOHO department. WIND's and partners' salesforce needed a reliable Mobile CRM/SFA solution to segment this large customer base, target it and monitor daily field sales activities resulting in a real-time collaboration between backoffice commercial personnel and field sales representatives. Data such as sales history, discount policy, new campaigns and geographic distribution, are only a few of the tools that a salesperson must carry, which - provided being available at the right moment - may easier and faster lead to sale.

CASE STUDY WIND



Solution

WIND selected Entersoft Mobile CRM/SFA to coordinate all B2B sales activities. The software modules used include Customer Segmentation, Contact management, Visit Planning, Field sales lead and sales offer management, Commercial policies management, as well as backoffice MIS analysis through embedded analytic tools and dashboards.

The system is being used by more than 120 mobile and backoffice users and it integrates seamlessly with other core WIND systems such as BEA and Siebel. The demanding security requirements for mobile device management have been implemented through integration of Entersoft Mobile CRM/SFA with Mobile Iron Enterprise Mobility solution.

Benefits

After implementation of the new Entersoft Mobile CRM/SFA solution, WIND can respond more quickly and accurately to the changing needs of the specific market. The unique features of Entersoft Mobile CRM/SFA, which seamlessly orchestrates daily processes of both the field salesforce as well as the backoffice commercial staff combined with the commercial policy of WIND, has led to personalized sales scenarios for each customer in real time, drastically reducing lost "negotiating" time.

For the sales personnel working in the backoffice, Entersoft Mobile CRM/SFA gave quick tangible benefits most notably the following:

Better lead targeting through the use of customer segmentation based on various account characteristics (e.g. number of people, revenues, geographic areas, vertical market etc.)



Orchestration of sales processes and real-time sales progress information sharing

Automation of visit planning based on multiple criteria

Better lead distribution to a sales representative based on product knowledge or territory

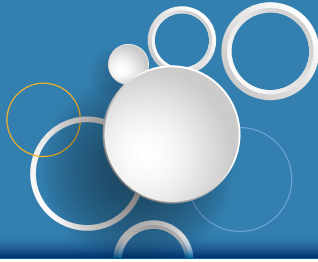


Advanced organization of marketing and sales campaigns

Useful insights to the management team through real-time sales analytics about visits, offers, closed deals etc. and feedback to the visit planning process

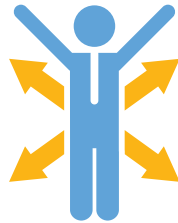


CASE STUDY WIND

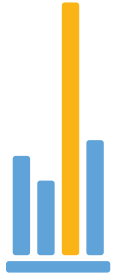


The new Entersoft Mobile CRM/SFA system brought together in real time the field salesforce and thus resulted in:

A new online view of prospect clients, which includes data for activity history, key contacts, customer communications and internal account discussions



Greater sales efficiency, since it gave the opportunity for an embedded mobile tariff tool and quick adjustments to special offers and pricing, according to market dynamics at a regional level



Enhanced salesforce productivity, because of time management improvements and more selling rather than admin time



A more organized sales process because of an always up-to-date electronic sales folder for product presentations, pricelists and application forms

Greater Sales flexibility, through the ability to send special price request via mobile device and get near real-time approvals

Improved salesman performance with the **real time** monitoring of personal targets via dashboards and mobile reports.

