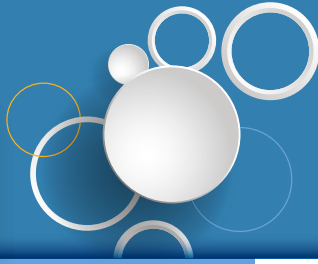


CASE STUDY INART



Entersoft services enhance the decoration sector

Sector

Retail & Franchise

Client Profile

Inart (A. Konstantinidou S.A.) was founded in 1985 and since then has maintained a strong presence in the fields of interior and exterior decoration with activity both in Greece and in 30 foreign countries.

Challenge

The quick and accurate fulfilment of the requirements imposed by salespersons and clients and the improvement of the technology infrastructure.

Solution

Entersoft Mobile CRM/SFA

Users

41

Advantages

- Fast ordering
- Visit planning
- Online update of sales managers from the data collection on field
- Presentation of products, proposals and promotional activities to the customer with real time data
- Decision making based on reliable data in real time

“ Using Entersoft’s mobile application, the sales team now has a comprehensive tool, easy to use and readily accessible, which can help serve even the most demanding client. The proposal creation mechanism is based on a combination of decoration trends and the client’s needs, allowing us to provide an effective, tailor-made proposal. Furthermore, the sales director can manage the whole team’s daily visits, tasks and sales easily and effectively. ”

Konstantinos Vamvakidis, General Manager – inart

The Company

Inart (A. Konstantinidou S.A.) was founded in 1985 and maintains a strong presence in the fields of interior and exterior decoration with activity both in Greece and in 30 foreign countries. The Inart team is constantly searching for the latest trends in the field of decoration and creating new innovative proposals and solutions based on quality and incomparable design. Every season, the Inart collection is radically renewed and enriched with fresh decorating ideas that please even the most demanding customer!

Its philosophy is summarized as follows:

- Excellent knowledge of the market
- Focus and respect on the needs and demands of the client
- Designing objects based on excellent aesthetic and flexibility in use
- Flexible design

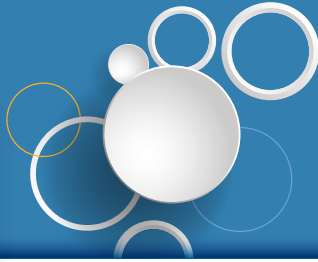
The Challenge

The company had to quickly and accurately respond to the needs of its sales force and clients, keeping up with the latest technology developments.

The existing ordering system, installed in 2009, could not be upgraded any further or cooperate with mobile devices. The aim of the sales team was to formulate their proposals easily, quickly and using correct up-to-date data, in order to improve client service as well as increase the loyalty of inart clients.

The members of each department should have access to real time data, using synchronisation procedures and an easy-to-use online platform. At the same time they had to be able to work autonomously (offline), in case of unavailable connection to the central system.

CASE STUDY INART



The Solution and Innovation

Inart's need for an innovative software solution that would support the requirements of both the company and its clients is ahead of choosing Entersoft. Entersoft had the technology, the solution and the know-how required to support inart's current and future plans.

Considering that inart was already using Entersoft CRM, the appropriate solution was Sales Force Automation (Entersoft CRM/SFA,) as it would be ideal for client-related activities (order reception, returns, merchandising, promotional activities, counting stock, consumer questionnaire, price monitoring etc.), back-office strategy and internal procedures (visit planning, approvals, competition analysis etc.).

Thanks to Entersoft's commitment and methodology, the solution was implemented in just 4 months (starting from January 2017, it was delivered in April 2017). Within a few months from installation, all salespersons could use the new software through iPads at the points of sale.

The Advantages

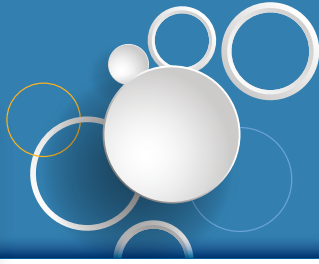
After the installation of the new system, sales and marketing teams have real-time access to all important information at any moment, through a user-friendly platform. Moreover, the management and coordination team of these activities can take better decisions based on the appropriate information and data. Productivity of executives has increased dramatically and the presentations of products & proposals from the devices is now made with correct and up-to-date data.

For Sales team management, the online functionality of the application has helped achieve an 80% reduction of the time required to update the CRM with new data thus supporting and substantiating decisions in real time with analytics, reports, interactive dashboards and Performance Indicators (KPIs).

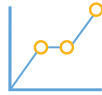
These advantages constitute a win-win agreement in every aspect, from the desirable functionality for each team of executives to the financial policy and delivery time.

Tools available to the sales force

- Detailed information during ordering (inventory, delays, purchases per product code)
- Direct access to each client's activities and transactions (balances, real-time open items, transaction history)
- Faster ordering procedure
- Visit planning
- Collection and organization of all required merchandising information from the customer's premises
- Marketing can be quickly and easily informed on the company's image in the market
- Presentation of promotional activities that are tailor-made for a client's specific needs.



Measurable benefits



+20% increase in sales



+40% increase
in proposals presented



+10% increase
in the number of visits



-50% reduction in the
time required to analyse
financial data of clients



-50% reduction in salesperson
preparation time



80% reduction
in CRM data entry time