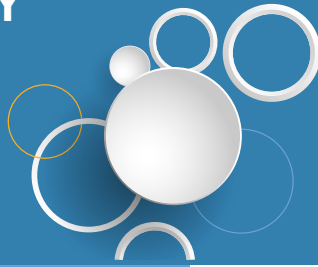


CASE STUDY

MEVGAL



MEVGAL INVESTS IN ENTERSOFT, AUTOMATES THE PROCEDURES OF COLLECTING SALES DATA AND ENHANCES STRATEGIC DECISION MAKING

Sector

Dairy Industry

Profile

MEVGAL, the largest dairy producer in Northern Greece, collects daily from 700 farms the biggest quantity of fresh milk, which is processed for the production of 170 original products

Users

30

Challenge

The optimization of the data collection process from the point of sales through the merchandisers according to the typology of each store, control of promotional activities, competition recording etc. as well as the replacement of excel file use

Solution

Mobile CRM/SFA

Advantages

- Complete daily overview of the products placement on shelf
- Reduction of management costs
- Productivity increase of the sales inspectors
- Improvement in the organization of the sales department

“The modernization of our information infrastructure and the process digitalization through this excellent cooperation, is fully in line with our goals to constantly improve efficiency while at the same time facilitating crucial decision making thanks to the immediate availability of the data collected, for immediate response to market requirements.”

Lambis Voutsas
IT Director, MEVGAL

The Company

MEVGAL, having invested in the development of methods for quality control from the product development to its customers' refrigerator, applies high-tech methods and strict production standards to ensure quality, nutritional value and freshness for all products. It is the first Greek dairy producer certified by ISO for the three main categories of dairy products (milk, cheese, yogurt).

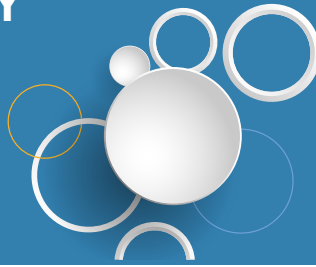
The Challenge

For MEVGAL, the biggest challenge was to optimize the point-of-sales data collection, pricing, competition monitoring, inventory deficiencies as well as to control sales promotions. This process was completed through procedures that did not ensure the speed and accuracy of information. The transition to an automated data collection process in order to acquire knowledge on the products presence on the shelf as well as the competition monitoring at each point of sale, was an important prerequisite for adopting the solution, as it provides the necessary data for strategic decision making by the Organization. Traditional data collection procedures and subsequent updating of the central system deprived sales executives from productive time, while organizing and controlling of the sales inspectors' and merchandisers' visits to ensure products' optimal shelf presence, was set as an important priority.

The constraints and challenges that had to be addressed were:

- The training and **transition** of the sales staff in a modern, automated communication process and coordination system in the Market
- **The change of the traditional structures** and the corresponding operational procedures for the reception of modern and automated solutions
- In-depth **market analysis** for the creation of an integrated proposal with specific guidance, based on the needs of the company

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The Solution

Within the modernization process and digital upgrading of its infrastructures, MEVGAL has implemented a program of ongoing development and review of its procedures, making the most of the efficiency of innovative technologies that enhance productivity, provide easy & fast recording of information as well as immediate supervision of operations in the final point of sale. Based on the above criteria, MEVGAL chose Entersoft for the flexibility / usability of the [Mobile SFA and CRM](#) solutions, as well as for the optimization of its internal processes.

The experience, know-how and flexibility provided by Entersoft through the CRM & Mobile SFA combined solutions, were the main selection criteria of MEVGAL to proceed with the digital modernization of its processes. In this way, it strengthens not only the speed of the information flow gathered at the point of sales, but also the possibility of its immediate processing and good use, therefore enabling the direct dissemination of information to all company executives, to whom the specific knowledge is valuable for their strategic and commercial decisions. At the same time, mutual benefits across the value chain are enhanced - from the production to the final consumer .

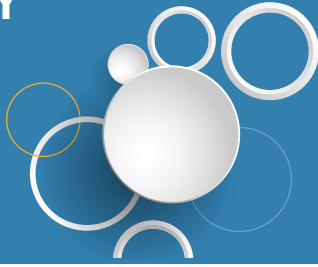
Description of the Project

Entersoft created a system architecture for MEVGAL based on the combination and processing of information deriving from different systems ending up in the ERP of MEVGAL and aiming at the transition from an offline process of data entry to a fully automated process, without necessarily the contribution of the IT Manager, operating in full harmony with the other parts of the information system. Specifically, a flexible data exchange system was designed, where MEVGAL's central information system sends data to the Entersoft Mobile SFA application used by sales inspectors and merchandisers, therefore having the [information they need from the ERP right into their tablet](#). At the same time, the system can work in reverse, as any information stored at the Mobile device at the point of sale, updates the Back Office CRM system. As a result the [office executives](#) have a real-time and [complete overview of the point of sale](#).

The complexity of the solution was covered by the close cooperation between Entersoft's development teams and MEVGAL's IT Division. The two teams cooperated on creating a fully-supported Entersoft CRM data transfer bridge, ensuring seamless communication between sales teams and the central IT system, eliminating the possibility of errors and duplications inside the system.

Sales inspectors now have the ability to create customer codes from their tablet, while at the same time they have access to each customer's accounting information, sales statistics, as well as the product range per store typology [without the need for any printed material to have handy](#). Also, the circular information exchange system that was created, allows them to record customer opinions through [online questionnaires](#) on a number of topics related to improving MEVGAL's service.

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This information is automatically forwarded to the relevant departments of MEVGAL, aiming at the immediate settlement of each issue. The Sales Team has gained a very **good overview of the placement of competition** in the stores, thereby improving its commercial policies. At the same time, the visit plan is fully organized, especially in stores where a **refrigerator loan scheme** is in place, aiming at their full visibility from MEVGAL sales divisions and their immediate actions, if necessary.

An additional benefit of the interoperability of the solution developed, is the creation of automated reports based on collected data, including MEVGAL's comparative mapping dashboards and competition, offering executives a **valuable Business Intelligence decision-making tool** based on real Market data.

As a result, time-consuming recording processes have been modernized and automated, management time has been minimized, as well as the productivity of the executives involved has been greatly enhanced. At the same time, the level of customer service has improved further, as there is now a centralized monitoring of the results of each customer visit, enabling the company to respond immediately to the needs arisen.

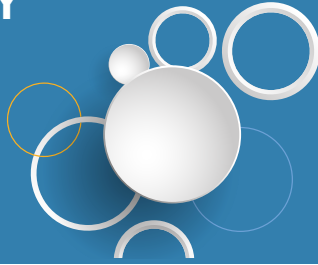
The Benefits of the Solution

- **Full overview** of the products placement in every store based on a **shelf arrangement plan** with updated data and photographic material
- **Improvement of the sales department organization** through automated customer visit planning and easy-to-follow tracking
- **Improved stock outs control** in the stores
- **Quick & Easy real time information recording**
- **Decrease of management cost** with simultaneous increase of salespeople's time in the Market
- **Productivity increase** for the sales inspectors and merchandisers
- **Monitoring & control of promotional activities**
- **Valuable decision-making tool** based on the immediate recording of competition
- **Improved response time** to the needs of the point of sales and the end customer

IMMEDIATE BENEFITS FOR MEVGAL:

- Reduction of the time required for the data entry process of the information collected at each point of sale (per store typology)
- Immediate Company update regarding the presence of the products in each store (based on the approved shelf placement), inventory deficiencies and invoices collection
- Company is informed regarding the presence of competitor products at each store, the respective promotional activities as well as any relevant information that may assist in acquiring the real Market overview
- Comparative pricing data for all of MEVGAL competitor products - per store and typology
- Dissemination - Visibility of information to all parties involved
- Complete supervision of the Sales teams' operations

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Measurable benefits



30% Decrease of
management time



90% Improvement of the
sales teams' activities reporting



30% Reduction of shelf
shortage in the stores thanks to
the on time stock-outs recording

40%

Reduction of the time
required at the point of sales
thanks to the easier depiction
of the necessary data



40%

Reduction of the need of
being physically present
in the company

