

INFINITE SFA Mobile System at XL Energy Marketing

General information



XL ENERGY MARKETING SP. Z O.O.

Industry: FMCG

Country: Poland

www.xl-energy.com

XL ENERGY MARKETING SP. Z O.O.

is a dynamically developing company with a 10-year market experience in the production of energy drinks. A modern production facility in Mława offers full independence in delivering XL Energy Drink to the global markets. The enterprise is actively present in over 80 countries worldwide.

Before implementation in Poland

Dynamic development of the company translated into the growing number of trading transactions that used to be conducted manually. Yet manual processing impinged on the overall efficiency and customer service. As a result, the need for automation of activities performed by sales people has emerged naturally.

XL Energy Marketing was after the solution that would, on one hand, support sales representatives in Poland in their daily tasks and, on the other hand, provide managers with the sufficient means of team management and productivity analysis.

- Flexibility and reconfiguration opportunities of the app depending on the current business objectives
- Fast and user-friendly solution

Company requirements

Out of a number of mobile apps assessed and considered by XL Energy Marketing, the SFA system by Infinite was selected. The following factors contributed to this business decision:

- INFINITE SFA features that meet the customer's expectations
- Cost-efficiency in terms of the purchase and maintenance of the system in the SaaS model

Implementation

The implementation process of INFINITE SFA was conducted in compliance with the schedule agreed together by XL Energy Marketing and Infinite. The software was fully configured and adjusted according to the terms specified by the customer.

Certain integration measures were undertaken during the deployment, including the preparation of a dedicated order format that would fit into XL Energy Marketing standards. The series of comprehensive workshops for sales representatives, managers and administrators provided proper, practical insight into the system.

The production version of INFINITE SFA was launched for XL Energy Marketing in January 2015.

Infinite SFA

INFINITE SFA was developed in response to the growing demand for the mobility of business activities. The system supports sales representatives and their managers at every stage of their daily business operations by automating key trading processes. Thanks to electronic communication between the company's headquarters, sales representatives and business partners, all decision-making draws on the current data.

The mobile app, operating on the basis of Android, is the everyday tool for sales reps, while the administration dashboard facilitates team management in the online mode.

Sales representatives equipped with INFINITE SFA have constant access to the current trading data such as stock levels, prices, novelties, promotions, what makes their offers adjusted to the individual needs of customers. That is to say, the sales potential of stores visited can be used to a larger extent. Secure and automated order processing contributes to substantial cost cuts and refined relations with business partners.

Thanks to INFINITE SFA sales managers can oversee the schedules of their employees and systematically verify the progress they make in the online mode. Dynamic reports and analyses depict sales performance of the whole team as well as individual sales reps in an intelligible and coherent way. GPS module offers vast possibilities of analysing the location of employees while on the road, comparing the routes planned with the ones completed and identifying blank spots on the market.

After implementation

Tangible benefits of INFINITE SFA became apparent once the deployment came to an end. The system reflects all consecutive steps of the visit at the POS, what contributes to significant customer experience enhancements. The introduction of intelligent polls available within the system facilitates fast and convenient collection of the market data.

Having such information at its disposal, XL Energy Marketing can quickly react to its competitors' shifts – it is worth noting that the Polish segment of energy drinks transforms dynamically. That is why the possibility of monitoring products availability at individual stores and analysing the development of numeric distribution proved to be crucial for XL Energy Marketing.

With the SFA system managers could introduce their own policies of sales targets and KPIs which enable them to monitor the performance of sales teams in the real-time presentation.

