

LETTER OF RECOMMENDATION

Pharma CF is a leading cosmetics company specializing in the production and distribution of recognizable on the Polish market brands, such as: Bond, Cztery Pory Roku, Venus. Pharma CF offers comprehensive services in terms of cosmetics manufacturing – including the recipe, packaging design, final product delivery. During 20 years of its business activities the company has built strong position on the domestic market, but has also established business relations in a number of European countries: Great Britain, the Netherlands, Italy, Germany, Romania, the Ukraine.

Pharma CF products are distributed in shopping chains as well as warehouses. A strong team of 25 representatives is responsible for the offer sales. So as to accelerate the work of mobile sales team and improve the management processes Pharma CF decided to introduce mobile SFA system. MOBIZ offered by Infinite was selected due to the system's flexibility and intuitiveness.

Since the system implementation in 2011 the effectiveness of sales representatives improved, by means of MOBIZ employees could enhance the customer service procedures. The administrative panel enables thorough control over the mobile sales team and provides essential sales data.

On the basis of cooperation hitherto, we would like to recommend Infinite as a professional and reliable supplier of SFA services. The implementation of MOBIZ was carried out in compliance with the agreed schedule, while the system launching didn't hinder our operational processes. The trainings led by Infinite prepared Pharma CF employees thoroughly for work on the MOBIZ system. Moreover, if necessary, we can rely on Infinite assistance and counselling as far as the system is concerned.

System Administrator

A handwritten signature in blue ink, reading "Anne Torczyńska".