Selecta

Selecta was founded 1956 and has over 50 years of experience of vending.

Today over three million people in 24 countries take a break with Selecta every day.

Business Needs

Selecta has for many years used an in-house developed sales tool called Smart, to support their every day sales work, but had problems getting the sales force to use it. They felt it was tedious to fill in all fields and the special sales process of Selecta was not supported as well.

Moreover, Selecta wanted a new system for all Selecta countries in the same deployment, to share common information and to be able to work over geographical boundaries in Europe with customers, opportunities and so on.

Solution and Business Benefits

Step 1

CRM Competence's responsibility in step 1 was to implement Microsoft Dynamics CRM in the Nordic countries. The Nordic sales organisation includes sales management and sales persons from Sweden, Norway, Denmark, Finland and the Baltic. In Sweden, the sales organisation is divided in regions, each with their own regional sales manager. For the other Nordic countries there is only one region per country.

For Selecta the following key success factors were identified:

- The regional sales managers were taken as "hostage" and were acting as super-users against the sales persons (users). By this, the using of the system was nested into the daily work and in the communication between the sales manager and his sales force. The sales managers were acting as good examples and there were no excuses for not using the system.

- Simple and easy-to-use reports were created – both for the sales person that no longer needed to create his weekly sales report, but also for the sales manager for the daily coaching tasks.

- By focusing on a tiny area of functionality, the training was shortened and all sales persons came to an insight that "if it's only these tasks I have to do, then I have the time do it". In the first Nordic implementation, the focus was for Hunting only, completed with attaching quotes and calculations into the system.

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Step 2

In step 2, which is implemented step-wise all over Europe (the Nordics, Germany, France, Austria, Switzerland are live since spring 2008), the functionality is extended. Also Farmers (Account Managers for existing customers) are using the system, which means, for example, functionality for handling installed vending machines all over Europe. Contracts are handled so the sales person may, in advance, prolong the contract by automatically get a notice that it's time for prolonging the contract, and keeping competitors away.

Selecta's new CRM solution supports both Hunting (new business) and Farming (existing customer base) sales processes. For Hunting it's necessary to quickly come to a deal, while for the Farmer the main objective is to expand the Selecta business and not to lose any opportunity connected to an existing customer.

Selecta and CRM Competence

CRM Competence has been responsible for installation, configuration, migration, integration (to the ERP-system Movex) and project management, as well as been the only external advisor in the European management group responsible for developing sales process for Farming. The European solution has mainly been performed in Switzerland by CRM Competence.

For the Nordic sales organisation CRM Competence has the overall responsibility implementing solution, in cooperation with the sales manager group.

For more information, please contact CRM Competence

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