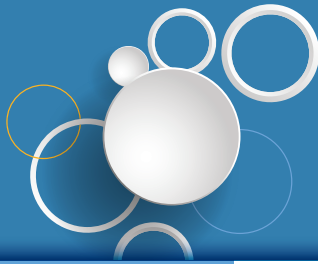


CASE STUDY APIVITA



APIVITA INVESTS IN ENTERSOFT TO UNIFY AND EVOLVE SALES, MARKETING & MERCHANDISING DIVISIONS

Industry

FMCG

Customer Profile

Apivita creates and develop beauty products and services which promote a balanced and harmonious way of life, based on Greek nature and its rich biodiversity

Users

75

Challenge

To reach a higher level of customer experience through an online innovative software solution

Solution

Entersoft CRM® &
Entersoft Mobile SFA®

Benefits

- Online stock for mobile salesmen, beauticians and retail users
- Detailed analytics and KPIs for the last 3 years
- Online Reporting per point and item code
- Inventory by code
- Customer's CRM (complaints, pending actions)
- Fully incorporated discount policy into the system

“Entersoft managed to help us offer to our customers not only high quality products but also services of equal value”

George Gogonas
IS Project Manager APIVITA

Company

In 1972, the founders of APIVITA Nikos and Niki Koutsiana, as young pharmacists, created their first natural cosmetics, using bee products and herbal extracts. In 1979, they established the APIVITA brand.

Since then, over 300 natural products for face, body and hair have been developed and marketed. All of them extract from Greek herbs, pure essential oils and many green innovations and patents. The company's passion and vision led the expansion through its products in 15 countries such as Spain, Japan, Hong Kong, USA, Cyprus, Ukraine, Romania etc.

Challenge

The company had to respond quickly and accurately with focus on customer needs. The initial order entry software installed in 2009 and an internal software created in 2013 could not keep pace with industry progress.

Management team's vision was to improve both customer loyalty and staff experience, through a solution that will help APIVITA reach a higher level of customer care and establish itself as an innovative organization. Each division member had to have access in real time data, through synchronization processes and a simple to use online platform. This could not be achieved by investing in older and inadequate software solutions.

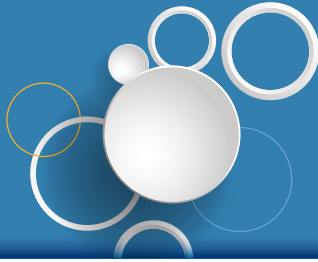
Solution

Apivita's need for an innovative software solution, supporting both business and customer requirements was a key factor for the company selection. Entersoft had the technology, the solution and the know how to support Apivita's current and future plans.

The proposed solution for Apivita was Entersoft CRM & Sales Force Automation (SFA), ideal for field customer activities (i.e order taking, returns, merchandising, audits, promotions, stock counting, consumers questionnaires, price monitoring etc.), back office strategy and internal processes (visit planning, approvals, competition analysis etc.). With Entersoft's commitment and methodology, the outcome was a fast implementation in 3 months (started in March 2015 and delivered in June 2015).

Within a couple of months after deployment, all the beauticians were using the new software through iPads at the retail points of the Company. Nowadays, there are 26 users from the Sales department in Greece and 14 in Spain. Additionally, there are 35 beauticians as users in Greece.

CASE STUDY APIVITA




Benefits

After the deployment of the new system, the relevant teams have all critical information any time and real time through a user-friendly platform. In addition, the management team has all the appropriate input and data for better decision making.

Sales and Marketing Team are now more productive and can perform more appointments in the same time. In addition, the online application functionality has reduced by half the time needed to update the system with new data. More data means more information for the sales management team. Analytics, reports, interactive Dashboards and KPIs support real time informed decision making, enhance sales productivity and consumer experience.

This is a significant advantage for every aspect of a sales agreement, from financial policy to delivery time. In conclusion, all teams involved have all the relevant information faster and more accurate.

Measurable Benefits

 **-50% time reduction**
due to application's stability

+20% 
number
of **appointments**

 **-60% preparation time**
of the sales representatives

-40% 
time of analysis
of customers' financial data

 **-70% time to CRM**
questionnaires entries

“ Using the Entersoft Solution, the Sales Team has in its hands not only a powerful ordering tool but mostly a CRM that can help our sales people to serve the most demanding customer anytime.

More specifically, we have organized the data for the daily appointments to customers in quantitative and qualitative characteristics. In addition, we have a mechanism for creating order proposal based on historical data.

Nowadays, the Sales Manager has the ability to manage accurately the weekly and monthly cycle of appointments and sales for the entire team. Marketing Division has immediate feedback for the market and its cooperation with the Sales team is more efficient ”

George Gogonas
IS Project Manager APIVITA

AT THE RETAIL POINTS, BEAUTICIANS ARE ABLE TO:

- Record Sell Out per final customer
- Import orders through iPad with real time update to Central Offices
- Monitor target achievements
- Consult Online Sales Reporting
- Import CRM details of the final customer

SALES TEAM NOW CAN HAVE:

- Detailed information during the ordering (Stock, backlogs, purchases per item code)
- Automation of the Commercial policy
- Recording of a CRM customer through data collection
- Direct information for every client's actions (Balances, live outstanding, historical data)
- Faster ordering processes
- Fast and easy information to the Marketing Department for Company's awareness in the market
- Photographs through their iPads about the promo material of the competition and send it to marketing department.