GeoPal

PostPoint

CASE STUDY : PostPoint

OBJECTIVES
- Access information in real time
- Flexible solution for field data capture
- Eliminate paperwork and duplication

WHY GEOPAL
- Customizable mobile workforce app
- Executive dashboard reports
- Fast deployment, simple to use

RESULTS
- 40% drop in helpdesk calls
- 75% reduction in reporting time
- 100% elimination in field paperwork

POSTPOINT is a retailer based network which provides electronic transactional products and services in 3000 stores throughout Ireland. They have a team of sales people who visit and manage existing customers nationwide and upsell new PostPoint services. They also visit prospective customers to gather information on their business needs and reinforce the benefits of the PostPoint Service.

CHALLENGE

PostPoint have had a field team for 10+ years operating nationwide, prior to GeoPal they used a combination of spread sheets, email and printed sheets to transmit and capture data on the customer including standard contact information, previous spend and orders. The system was effective but required substantial additional admin time from both the office and field teams.

SOLUTION

While successful and growing, PostPoint wanted their field sales teams to access real time information on their customer base especially with respect to: scheduling customer visits, gathering field information, planning sales calls, and the creation of timely and relevant reports The company also largely eliminated the use of paper forms and data rekeying.

Looking for effective CRM and sales management, Ge- oPal was the first one that really suited, the flexibility of the system is great, to have a system purely web based allowed us to implement it quickly, setup was instant.

Laura Green, Marketing and Sales Executive at An Post - PostPoint

BENEFITS

The GeoPal solution has offered a variety of benefits best highlighted by the following:

40% drop in rep help desk calls – The management of the sales teams is now more efficient as each person has their leads uploaded through a batch process periodically, this includes customer data, previous spend and other relevant notes.

10% improvement in field staff efficiency – Besides the constant refreshing of the CRM data, the field workforce is now able to capture all order, action and work requests through forms available on the Android device with the GeoPal App. As the signatures, pictures, barcodes and other data are cap- tured they are sent back to the office in real time at- tached to the appropriate CRM customer.

Greater efficiency, reports are generated 75% faster – The combination of zero field paperwork, upload facilities for field visits and jobs, the central up to date CRM and the immediate delivery of reporting has freed the administrative and sales management teams from many hours a day of repetitive admin to concentrate on what they do best, taking care of their customers and staff.

GeoPal works so well for us that any improvement is a bonus, any request is passed to the team and actioned quickly.

Laura Green