

Case study

Mobile sales strategy succeeds at Campari Australia



Campari Australia mobilises sales force with HP ElitePad 900 tablets running Windows® 8

Industry

Retail sales

Objective

To help raise the productivity of Campari Australia's sales force, to increase sales opportunities while building retail customer relationships

Approach

Introduce a single tablet mobile technology that would help the sales force to be more productive on customer calls

IT matters

- Eliminated need to retrain employees on a different system
- Satisfied Campari Australia's security and device management requirements
- Provided powerful office support through docking stations and accessories

Business matters

- Cut the technology cost of supplying two devices to each sales person
- Improved customer engagement through the quality of on-site tablet sales presentation
- Improved quality of customer meetings by real-time ability to answer questions and resolve business issues
- Lifted productivity by enabling sales force to schedule more retailer meetings



“I had a strong conviction that services available through laptops and tablets would one day be unified. It had to be the right answer for Campari Australia’s mobility strategy. HP was one of the first big movers on tablets and it was no surprise that Microsoft was leading the charge in this software arena.”

– Loic Herbin, APAC IT director, Campari Australia



Powerful tablet helps mobile sales force improve both productivity and customer service

Campari Australia piloted a mobility strategy aimed at increasing sales opportunities and raising productivity. Its choice of HP ElitePad 900 tablets running Windows® 8 eliminated the need to supply its sales force with two devices – tablet and laptop. The move improved productivity, strengthened data security, and delivered an enhanced customer service experience.



Challenge

Productivity pressure on mobile sales force

The pressure on a mobile sales force in the consumer and retail sector is unrelenting. On a daily basis they need to juggle a variety of logistical issues, promote greater sales and justify the technology investment outlay being made on their behalf. Meanwhile they aim to build stronger customer relationships.

Driving the investment is the rapid embrace of Customer Relationship Management (CRM) systems, which enable companies to manage the important range of interactions with customers. The reliance on technology is critical in today's B2B and B2C markets if they are to handle and synchronise sales, customer service, and technical support.

One standout example is Gruppo Campari, the world's sixth largest supplier of branded beverages. The group handed the task of trialling a mobile tablet strategy for its sales force to its Australian subsidiary.

Loic Herbin, APAC IT director of Campari Australia, was responsible for the deployment of tablets among the sales and marketing teams across Australia. He heads a four-member IT unit which handles all projects in-house. Herbin's philosophy is to build and retain knowledge internally.

In the initial assessment of the mobile tablet marketplace he favoured Apple's iPad®. "However it became clear that it wasn't working 100 per cent for our sales team who were heavy presentation and Excel spreadsheet users. Their verdict was, "we really like the iPad but it doesn't meet our daily business requirements."

Integration frustration

The frustration for the team was that they still had to use their laptops and desktops to complete tasks. They also found it challenging to integrate Campari's CRM system, Salesforce.com online, with presentations on the Apple device.

Herbin explains, "Consumer companies like Campari strive to offer a better service to our retail customers who are a vital link in our trading operations. We know retail buyers are besieged by a multitude of rival programmes, offers and promotional product claims, so it is crucial to cut through the noise and be able to clearly communicate the real value proposition of our products."

He recalls how the rationale for deploying a strong mobility strategy for the sales team received a great deal of IT industry analysis between 2010-2012. Although the default mobility solution embraced by many companies over that period involved a combined fleet of laptop and desktop PCs, Campari Australia noted that tablet technology was making its presence felt.



He recalls, “For some time I had a strong conviction that the services available through laptops and tablets would one day be unified. It had to be the right answer for Campari’s mobility strategy.”

Solution

Trialling a mobile tablet strategy

While it only began local operations in 2010, Campari Australia quickly grew to over 100 employees with offices in Sydney, Brisbane, Melbourne, Adelaide and Perth and became one of the top 10 Australian liquor companies by 2013. The Sydney office is also the headquarters for the group’s expanding Asia Pacific region with operations in New Zealand, China and Japan. Campari Australia’s mobile strategy was based on achieving four critical outcomes:

- Improved sales results
- Greater productivity from the sales team
- Better rationalisation of security and management tools
- Eliminating the cost of several technology devices.

Herbin realised that persisting with the iPad option would enforce a significantly different mobile strategy on his operation “because it would mean we had to manage both an iPad and a laptop for each mobile employee.” This was a stark contradiction to the company policy of empowering the team to be more productive in the field without the hassle of juggling multiple devices.

Analysing the market options

“I was waiting for a single device to enable us to achieve all of this. Many options were analysed by our IT team. Together with our IT services provider, Somerville, we looked at all the individual options to see which solution would best suit our mobile strategy. Somerville pointed us towards the HP ElitePad 900 tablet running Windows® 8. We have subsequently deployed 80 across our sales teams.

“Campari is very aware of the quality and reputation of HP’s hardware and software solutions. HP was one of the first big movers on tablets and it’s perhaps no real surprise that Microsoft® was one of the companies leading the charge in this software arena,” explains Herbin.

Benefits

Easy choice from both sales and IT perspective

“The HP Windows 8 Tablet provided all of the functionality and productivity we needed in one device. For example, Office with Excel and PowerPoint is used by our team extensively and it was important to have these programmes on the same device as opposed to our team using multiple devices. In the end, it was an easy choice from a sales perspective and an easy choice for our IT team as well,” says Herbin.

Customer solution at a glance

Hardware

- HP ElitePad 900 tablet

He recalls the sales force reaction. "They were won over by the pure convenience. The device is lightweight and the battery life is impressive. They don't need additional hardware like a mouse. The user face is intuitive and interactive.

"When using the HP ElitePad 900 touch screen the software launches quickly. No more waiting around for a laptop to boot up. In 20 seconds they are having meaningful interactions with customers. Taken together these benefits deliver a great user experience.

Forward thinking

"What's more, we look forward thinking in front of our customers. That is an important aspect of the service and values we aim to deliver."

Campari Australia's sales team is able to display digital versions of brochures giving the latest accurate product and pricing information via the online platform by digital publishing software provider Zmags. Any updates are simply sent to customers. Herbin points out that it has ended the costly era of printed flyers containing information which could often be obsolete before it leaves the printing press.

"Our mobile workforce finds Hewlett-Packard's ElitePad 900 running Windows® 8 easy to manage. It's also faster and lighter to handle when our team are on sales calls with retailers. On their return to the office, they use the docking station and accessories - a powerful part of the solution which was well thought out by HP."

– Loic Herbin, APAC IT director, Campari Australia

"Our sales team is able to spend more time with each customer knowing they provide accurate information, comprehensively answer all questions, and build stronger trusted relationships."

On the road - simple, fast and tough

He says the HP ElitePad 900 tablet has proven itself to be simple, fast and tough in an on-the-road environment where the device inevitably can get a great deal of robust and rugged handling.

Another reason in favour of the HP tablet was the docking station and accessories, such as expansion covers for extra batteries. "On return to the office, the sales team now uses the same tablet that was used for all retail site visits, thereby ensuring continuity and security of data.

"This is a powerful part of the solution and was well thought through by HP. Our sales team has a docking station with a 21-inch screen, mouse and keyboard attached. So they use the tablet as a mobile computer in the office," says Herbin.

Security also played a critical role in the decision-making process. Herbin explains, "Providing adequate security levels when building IT platforms is always a key consideration. In using Windows 8 on the HP ElitePad 900 tablet we have no major headaches in this regard. We are able to meet security and device management requirements while making back-office application data available during on-the-road sales meetings with retailers."

Now Campari Australia's sales force can access product information and sales figures in real-time. The solution also improves productivity and accuracy by allowing the sales team to simply input order information directly into the system.

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