



POWERING SALES

Because you're worth it!

When L'Oreal New Zealand wanted to simultaneously overhaul its sales process and ensure its customers were getting the 'full picture' of the company's eye catching television commercials, it implemented a Sales Force Automation solution from Neotek.

L'Oreal Paris – 'Because you're worth it' – is a line we've all become very familiar with over the years. Gorgeous models and lushly shot television and magazine ads have ensured L'Oreal and its brands Garnier, Maybelline, Redken and Lancome are all high on the 'must have' list of most cosmetics shoppers around the world.

This powerful media presence put L'Oreal New Zealand in a rather unique position. Not only did L'Oreal need to better connect its sales force and customers with its warehousing and delivery system, it also wanted to more effectively communicate the strength of its advertising campaigns to resellers.

Certainly a sales person could explain to a customer that there was a huge television campaign behind a new launch, and perhaps show them a still image from the TV ad – but wouldn't it be better to actually show the advertisement in all its glory – running on a high resolution screen? L'Oreal's marketing muscle leaves its competitors far behind, and it's this strength and depth of media support that the company wanted to be able to efficiently present to its customers.

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Andrew McCutcheon

Director of Finance, L'Oreal

Benefits

- ◆ Improve order accuracy and despatch times, with lower overheads.
- ◆ Avoid log-jams due to manually processing paper based orders.
- ◆ Place all orders through one common interface for ease of use.



L'Oreal director of finance Andrew McCutcheon says the company looked at solutions from a range of providers, but was quickly taken with Neotek. “The attraction of Neotek is that it was built around the salespeople's workflow,” he says. “A lot of the other solutions clearly weren't as good from a sales representative's perspective.”

Goodbye Order Pads

L'Oreal's 50 sales people had previously used a paper order pad system for their calls to pharmacies, supermarkets and hair salons. Orders were taken during the day and then faxed to the office at night – creating a log-jam of 300-400 inbound orders that required a large customer services team to re-key manually.

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The company had trialed other solutions says Neotek’s Director of Sales and Marketing Ian Hassell, but discovered smaller is not always better in real world scenarios.

“L’Oreal had trialed a PDA based system,” he says, and they found it was too time consuming. There was too much clicking because you couldn’t fit enough information on the screen of a PDA. Neotek Sales Force Automation more closely matched how their people were already working. Our application runs on one screen, so it’s faster and easier to use.”

Now, instead of writing out paper orders and faxing them, L’Oreal sales staff are entering their orders electronically via a Tablet PC, and dispatching them to L’Oreal HQ in real-time (using a Telecom Mobile Broadband data card), while they’re still in store.

A year and a half after the solution was implemented, McCutcheon says there have been numerous benefits, especially in customer service. “The biggest benefit for us is the improvement in our service times,” he says. “As soon as that order is in the system we’re servicing the customer. Our people might take an order from a customer in Invercargill before noon on Monday, for example, and it’s delivered the next day. Using the manual method that delivery wouldn’t have been until Wednesday or later.”

As around 97% of L’Oreal’s orders are now placed electronically, re-keying errors and the resulting expensive dispatch and credit raising processes have dropped to almost nil, with data entry staff now utilised elsewhere.

Hello Portable TV

And what about the expensive TV ads that L’Oreal wanted to preview to its customers? In addition to the large Tablet screen making it easier for people to manage their ordering process, McCutcheon says the devices are proving unbeatable as a display platform for premiering L’Oreal’s television commercials.



“We looked at a number of devices and they just weren’t good enough in terms of the display size,” he says.

Where To Next?

Since Neotek’s Sales Force Automation solution went live, McCutcheon says L’Oreal has extended its use to in-house customer service operators on a desktop PC. (The Neotek solution also operates on laptops, Tablet PCs and PDAs.)

“The sales teams have it in the field,” he says, “and the customer service team has it for order entry. The next thing we did was extend the solution so our customers can log in directly from pharmacies and salons – meaning all our orders are made through the same interface.”

He says L’Oreal have linked the Neotek solution into its courier database so the company knows with a mouse click, or a stylus tap, exactly when its orders have been delivered. “Our customers will always be demanding greater service from us,” says McCutcheon. “With Neotek we’re able to improve our service levels with a technology that can evolve in line with our customer’s expectations.”

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