

Optimizes the management of its marketing activity

In figures...

Beiersdorf World

- 150 branches
- 21,000 employees
- CA 2009: 6 Billion €

Beiersdorf France:

- More than 500 products
- 3,700 points of sale visited
- 5,000 pharmacies visited

Beiersdorf Belgium:

- 1,500 points of sale visited
- 2,500 pharmacies visited

Context

- Deployment of a SFA tool to several sales networks:
Retail and Pharmacies

Challenge

- Sharing customer information
- Entry of orders in POS
- Realization of activity analyses

Solution

SFA Solution from Coheris

Benefits

- Transparency between head office and field
- Improved responsiveness of teams in situations with customers
- Activity management tool for the Management and field teams
- Easy and quick appropriation of tool by users due to its ergonomics and stability

The Beiersdorf Group sells its cosmetic, sunscreen and pharmaceutical products around the globe. The multinational became popular through its brands sold in the retail market – NIVEA, Labello, Hansaplast... Result of 120 years of expertise, Beiersdorf today is an international leader in the market for beauty and skin care and it expects to remain so. To carry forward its ambitions, the Group chose to provide its sales force with the SFA solution from Coheris.

Objective: To provide its marketing teams with a powerful tool for managing the marketing activity.



Context

In France, Beiersdorf S.A has a catalog of 500 products, distributed in 15 categories. To establish its various products in retail, the sales teams visit more than 3,700 stores. To centralize all client information more efficiently and to optimize the management of the marketing activity, Beiersdorf France decides to equip its retail sales teams with a new SFA tool: the Coheris solution.

"Our objective above all was to enable our teams to access all the necessary sales information on the point of sale to prepare for visits, to take orders in store and finally, to enable the management could analyze sales figures. The tool had to also be sufficiently open to interface with our central invoicing system (SAP)."
explains Alban Maitrot, National Director of Retail Sales at Beiersdorf France.



Alban Maitrot
National Sales Director
Beiersdorf France

Better productivity

In a first phase, the Coheris SFA solution was implemented for the retail sales team of Beiersdorf France, i.e. more than 130 users. The field salespersons (more than 100) use it to organize their visits, take orders directly in stores, manage product recovery, collect strategic information in supermarkets (in terms of product preference, part of linear space), follow promotional operations, manage the promotional means and view the reporting associated with all these actions. The head office-based managerial teams use the solution to distribute the marketing priorities and to analyze the activity and results of their teams. "We are very satisfied of our choice. The Coheris SFA solution meets all our requirements: Those of the marketing department, sales management, key account managers and particularly the field teams who became the players of their own key performance indicators (KPI), which is very involving." adds Alban Maitrot. "Thanks to the centralization of the field tools in a common database, the head office and the field teams share the same vision. Today the tool has become indispensable in our business management."

A successful extension for the team of Eucerin dermatology laboratories

After this first successful project for the retail market, the French pharmaceutical branch - the Eucerin dermatology laboratories – decided to deploy the Coheris SFA solution. "The project consisted in providing a tool to the head office-based marketing team and to the pharmaceutical sales representatives, around 30 users, in order to manage their visits, to enter orders directly in points of sale (which represents 90% of their timework) and of course to prepare and to follow-up orders" explains Stéphane Madesclaire, Marketing Director of the Medical Department at Eucerin Laboratories. "One of the limitations of the tool was that it had to fit the closest to the pharmaceutical business processes. The technical teams both of Beiersdorf and Coheris have formulated the specifications that were ultimately very exhaustive." Today, the solution enables a better management of the marketing activity.

The Coheris SFA solution is acknowledged as a corporate solution

Regarding the flexibility of the Coheris solution, Beiersdorf Belgium too decides to deploy the solution for its 3 sales forces, representing 30 persons: the sales forces based at the head office and those on field dedicated to the retail market, the sales forces dedicated to the pharmacy network and the marketing management based at the head office at Brussels.



Erwin De Backer
Customer Service Manager
Beiersdorf Belgium

"The tool perfectly meets the current requirements of Beiersdorf Belgium. It enables transparency between the head office and field, and is totally adapted to the mobile marketing team: They no longer need to integrate the information or to synchronize it in the evening." explains Erwin De Backer, Customer Service Manager at Beiersdorf Belgium. "The success of the solution also lies in the fact that it is ergonomic and stable, which allows it to be adopted quickly by the teams." he adds.

Coheris

French major software publisher in the CRM market, Coheris offers two ranges of software products covering the additional domains of CRM (Care, Sales and Marketing) and Business Intelligence (BPM, Datamining and DQM). With more than 1,200 big accounts throughout the world, Coheris relies on a network of technology partners and integrators, as well as its own teams of specialized consultants and engineers. Coheris is listed on Euronext Paris (compartment C) since 30 June 1999 (ISIN: FR0004031763 / code: COH). Coheris is elected to the FCPI. More information on: www.coheris.com