

CASE STUDY

GSK extends StayinFront CRM benefits to grocery sales

Leading pharmaceutical company, GlaxoSmithKline (NYSE:GSK), is building on its success with StayinFront CRM Customer Relationship Management. GSK rolled out StayinFront CRM to its sales representatives in its Consumer Healthcare Retail Grocery division throughout Australia.

GSK (www.gsk.com.au) wanted to improve the management of information relating to its independent retail customers by replacing the manual reporting systems used by its field sales force, with StayinFront CRM.

The company hoped that the resulting advances in customer service would help drive greater sales of its popular consumer products like Panadol, Nicabate, Lucozade, Ribena and Macleans toothpaste through independent retail outlets.

GSK's CRM project followed the successful upgrade of StayinFront CRM to the company's pharmacy representatives, which saved literally thousands of hours through productivity improvements as well as improving data integrity and building customer loyalty.

National Sales Director Paul Rose said GSK wanted to extend the benefits achieved in pharmacy sales to its retail division, which services independent grocery retailers that draw from wholesalers like FAL and MetCash.

"Independent retailers have a greater presence in regional centers than in metropolitan areas so our sales reps spend a lot of time on the road. In the past, management had to wait up to a week or more to receive their written reports, but with StayinFront CRM that data is available whenever they synchronize with our central system," he said.

The StayinFront CRM operates as an electronic store card system, allowing reps to record all their interactions with retail customers, including their sales results, brand distribution and participation in promotional campaigns.

"When our sales reps visit a store, they check the distribution of GSK products across the brand portfolios, ensuring all products enjoy optimal placement within their category, and check stock levels. They also discuss with store management any plans for in-store promotions, catalogue advertising and external campaigns

like television ads which will drive demand for our products," he explained.

"An in-store promotion will typically deliver a 50 per cent lift in sales while a catalogue advertisement will increase that by another 25-30 per cent, so these interactions are critical for communicating with retailers and ensuring they have adequate stocks to handle anticipated demand."

GSK has configured StayinFront CRM to record the results of a range of objectives for sales calls, creating a detailed history of all customer interactions as well as providing valuable feedback about the usefulness and acceptance of marketing programs. "Since our marketing programs and in-store promotions are optional, it's important to track their relative acceptance and success, to provide feedback for future marketing decisions. From a management perspective, the StayinFront system also enables us to more effectively track the performance of individual sales reps and monitor issues relating to territory sizes, call frequency and so on."

Mr. Rose said the introduction of StayinFront CRM to the retail sales group would also facilitate the movement of staff across the different channels.

"We typically have a few people each year move from retail to pharmacy sales, or vice versa, and the fact that we are now using StayinFront in both channels really minimizes the amount of re-training required. Having a detailed history of each customer available at the touch of a button also means that any sales rep can respond professionally to customer queries, regardless of whether or not they regularly service that customer," he said.

While still assessing the benefits of the new system, GSK is already planning ahead and hopes to eventually introduce a handheld version of the StayinFront software for use by retail sales reps.

"The notebook version provides enormous improvements over our previous paper-based system, but ultimately a handheld solution will operate best in a supermarket environment so we will consider this option at the appropriate time in the future," said Mr. Rose.

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About StayinFront

For over 20 years, StayinFront has been a global leader in the development, delivery and support of leading CRM and decision support tools. From new products such as Edge and Web Detailing to the full suite of online and offline solutions, StayinFront's innovative technology helps increase sales force effectiveness while delivering robust performance and flexibility. On-demand or on-premise, StayinFront provides the rich functionality, fast deployment and easy to use tools that your teams need to sell more and manage better.

StayinFront has been chosen globally as a strategic partner by many of the world's top life sciences, consumer goods, financial services and business-to-business companies and StayinFront solutions have been implemented in over 65 countries in 25 languages.

Headquartered in Fairfield, New Jersey, StayinFront has offices in Illinois, the United Kingdom, Ireland, India, Australia, Singapore and New Zealand. For more information, visit www.stayinfront.com.

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