

## CASE STUDY

# StayinFront CRM puts Kimberly-Clark sales team on front foot

*CRM for Consumer Goods solution takes customer relations to a new level*

### ➤ PROFILE

> **Client:** Kimberly-Clark Australia is a subsidiary of the U.S.-based Kimberly-Clark Corporation (NYSE: KMB). Kimberly-Clark is a leading marketer of global brands including Huggies®, U by Kotex®, Kleenex®, Viva® and Depend®. In Australia, Kimberly-Clark employs more than 1600 people and has annual sales revenue of over \$1 billion.

> **Challenge:** To implement a CRM platform to support and enhance the activities of its national field force by streamlining business processes, increasing visibility of customer tracking and reporting, optimising order placement and fulfilment, and reducing administrative overheads.

> **Solution:** StayinFront met Kimberly-Clark's field force CRM requirements by using a combination of StayinFront Consumer Goods, StayinFront Consumer Goods Mobile and the StayinFront Analytics data analysis and decision support tool.

> **Result:** Kimberly-Clark has created a core solution that supports its proven business model. Retail displays in stores increased 53% over the same period last year, while territory managers averaged an extra 2.5 calls per week because of the reduction in administrative workload.



Kimberly-Clark Australia (KCA) had committed nearly six years to developing a highly successful in-store business model for its consumer products field services team. It relied on a paper-based system for its field team with manual spreadsheet recording to track activities and results. Reporting was done by fax and the weekly mailouts the team received were often out-of-date by the time they made their calls.

KCA was ready to drive productivity gains and increase sales opportunities with the support of a sophisticated CRM system.

Craig Chiplin, National Field Activation Manager at Kimberly-Clark, said "We wanted to set up the business processes first and implement a CRM solution around them. To us, that was the logical and effective approach. We have one of the best field strategies in the industry, so our goal in selecting the StayinFront platform was to add value and efficiency to our proven methodology."

The KCA StayinFront pilot was conducted with the NSW sales team. After the successful trial, the new system began rolling out to the national field force in early 2010, with plans to roll it out across the Asia Pacific region in the future.

"From early results, the StayinFront implementation has taken our in-store customer relations to a new level, from the execution of marketing initiatives to full national sales management," Chiplin said.

With the StayinFront CRM for Consumer Goods solution, KCA created a core solution that exactly matched its business processes. "Our customers, including the likes of Coles, Woolworths and Metcash, have high expectations of their suppliers. We are leveraging StayinFront CRM Consumer Goods' rich functionality to improve visibility of customer tracking and reporting, optimise order placement and fulfilment, and streamline our operational activities," Chiplin said.

The seamlessly integrated, single customer view provided by the StayinFront CRM Consumer Goods means all critical customer information and interactions are now visible throughout the business. And management is benefiting from the powerful data mining and decision support tool, StayinFront Analytics.

"StayinFront Analytics is excellent. There are a lot of key benefits for our managers. It's very easy to drill down to team members and results. We're saving significant amounts of time now with the information instantly available through Analytics," Chiplin said.

### *Optimised sales orders through accurate and timely communication of field force data*

KCA recognised that accuracy and timeliness in the monitoring of all customer-related activities can lead to increased sales. Field staff can now proactively assist their customers in promoting Kimberly-Clark products and services.

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The new automated functionality has also radically improved the effectiveness of KCA's retail execution with better allocation of field resources and the ability to easily measure and record in-store stock levels and shelf space.

Using the StayinFront Consumer Goods Mobile solution, the field force can effectively plan, manage and record all customer interactions from the field, including meetings, opportunities, surveys and requests.

#### ***New efficiencies drive sales opportunities***

According to Chiplin, change management was not an issue within the pilot group, as they were supportive and had an understanding of what being a part of a trial would entail. "With any IT implementation you expect to have minor hiccups. But StayinFront worked hard to get us over the line. Any issues were resolved quickly and our users saw that, not to mention seeing the benefits to themselves in increased sales as a result of the technology.

"A great example of the success of the pilot is a compliment we received from one of the members of the group. That person wasn't convinced by the new mobile technologies and the new way of doing things until she relocated to another position interstate and had to work with the old paper-based system. Now she can't wait to be brought online."

With the full StayinFront rollout, KCA field staff across Australia will be using ruggedised mobile devices. Chiplin explained the benefits of having a reduced physical load to carry. The paper-based sales cards and folders, which weighed as much as 9 pounds, have been consolidated to a small folder-size mobile device.

"The team is now physically and mentally uncluttered, clear to make the most of the

entire opportunity of each in-store call. Sales guys appreciate that."

#### ***Clear messages and clear actions***

The greatly improved efficiencies and access to critical data has translated into real business opportunities for KCA's field force. In early results from the pilot, Chiplin was able to quantify that "our territory managers are averaging an extra 2.5 calls per week because of the reduction in administrative workload."

They now have time to add value and look for opportunities within each call and increase unpaid displays. Chiplin said: "In the first six months, displays in NSW have increased 53% over the same period last year."

He is very impressed with the value KCA and the field force are getting from the ability to target individual information needs: "Under our old method, all information was included in the same weekly updates. Each staff member had to search for information pertinent to his or her territory. Now, we can specifically give individual tasks to each team member. There are clear messages and actions. Once they've completed a task it's taken off the to-do list. It makes for very efficient sales calls.

"The guys have had quite a few wins with customers because they've had up-to-the-minute information with them on their mobile devices which has created opportunities. The return on investment is clear," Chiplin said.

#### ***Flexibility of the new system will keep KCA in front***

KCA will continue to refine and develop the system over the next few years as the company explores its sophisticated functionality. "It's flexible enough to grow with us," Chiplin explained.

It is envisaged that the CRM Consumer Goods system will be deployed further within Kimberly-Clark as other subsidiaries throughout the Asia Pacific region finalise reviews of their business processes.

#### **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. 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 consumer goods companies and StayinFront solutions have been implemented in over 65 countries in 25 languages.*

*Headquartered in Fairfield, New Jersey, StayinFront has offices in the United Kingdom, Ireland, India, Australia, Singapore and New Zealand. For more information, visit [www.stayinfront.com](http://www.stayinfront.com).*



#### **CORPORATE HEADQUARTERS**

StayinFront, Inc.  
107 Little Falls Road  
Fairfield, New Jersey  
07004-2105

Toll Free: 800.422.4520  
Fax: 1.973.461.4801  
Email: [sales@stayinfront.com](mailto:sales@stayinfront.com)  
[stayinfront.com](http://stayinfront.com)