

CASE STUDY

McKee Foods turns to StayinFront CRM to improve sales management and increase growth

Despite a strong record of financial success and proven business acumen, McKee Foods Corporation, the nation's number-one snack cake manufacturer, was a company hindered by its own information processing system. Among the major problems the company experienced while enjoying impressive sales growth was the lack of information pertaining to sales territories and customer activity.

According to Jerry Griswold, McKee Foods' sales information systems manager, the company solved its problem with the deployment of a powerful customer relationship management (CRM) system from StayinFront, Inc. StayinFront CRM, provided the company with the information it needed to more efficiently manage sales territories, improve communications between headquarters and field organizations, and achieve growth targets.

"Our sales force is aligned and managed on a territorial basis," Griswold explained. "However, we did not have sufficient information that would have enabled us to align all the stores within a single territory as well as determine who within our company called on these stores. Similarly, we lacked an efficient means of quickly and accurately communicating product information between the sales staff and the company."

McKee's national sales force of 400 representatives works with more than 3,300 independent distributors throughout the United States, Canada, Puerto Rico and select U.S. Military bases overseas. According to Griswold, the need for better customer information had become paramount to improving the efficiency of the sales organizations.

Of the more than 15 CRM software vendors contacted, only StayinFront could provide a single, coordinated solution that met all of McKee's needs, according to Griswold. "We had made attempts at deploying CRM solutions for several years prior to the selection of StayinFront CRM. In each case, we were extremely limited by the software in what we were going to be able to accomplish," he said. "We weren't able to make modifications without causing major disruptions of business activities, and the systems did not meet the needs of our salespeople, distributors, company representatives, and, ultimately, our customers. From the outset, StayinFront CRM has met virtually all of our requirements, and enables us to access information in ways that we had not even considered."

Another major factor in McKee's choice was StayinFront's commitment to being a single point of accountability for the entire CRM deployment. "The support that we have received from StayinFront, including

system configuration, implementation, training, documentation, and ongoing service, has been outstanding," Griswold said. "No other supplier had demonstrated either the willingness or ability to provide the level of support that StayinFront has."

A major component of the CRM solution is StayinFront Analytics, a powerful data analysis and decision support tool. StayinFrontAnalytics is designed to allow non-technical users to quickly and easily access information from databases, organize and analyze that data, and present it in a variety of formats. That has proved extremely valuable in helping the company to determine buying trends, effectiveness of sales programs, and success of marketing efforts. According to Griswold, the initial response to StayinFront CRM has been extremely favorable throughout the company. "Our sales team is now provided with all the information necessary to effectively manage its business territory," Griswold said. "And, from day one of the implementation, we've seen extremely positive results."

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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