

DANONE

Telesales Solutions



an NTT DATA Company



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Consumer Goods

DANONE – Telesales Solutions

What was the need?

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FMCG (Fast Moving Consumer Goods) companies are implementing a variety of transformation initiatives in the sales area. **Telesales solutions** are gaining popularity in Proximity & Professional customer channels like traditional shops, social segment, HORECA and modern trade. **Orders are taken over the phone** in an effort to optimise interactions with customers and get the best return on investment in this channel

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Benefits



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Expected benefits / Business driver project

- Reducing the time spent on unproductive contacts and order-taking which leaves more time for interacting and making sales.
- Having a common tool based on a market solution that is fully integrated with ICTs.
- Centralising the telesales operations, defining a single, standard procedure that makes it possible to devise and execute a quality plan.
- Specialising and professionalising the sales force through segmented portfolios based on business criteria.
- Creating a single repository to generate the information the sales force needs to identify and transmit messages that will stimulate sales.



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Differential Value

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DIFFERENTIAL VALUE

- Knowledge of the tool to be implemented.
- Prior experience working on CRM projects for this type of channel.



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Output



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Results obtained

- Implementation of Microsoft Dynamics' online CRM to manage telesales with roll-outs in every Spanish province.
- Higher quality and greater accessibility of information along with new reporting and tracking possibilities.
- Greater visibility and professionalism in order management.
- Review and transformation of the organisation's functional and technical knowledge base.



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