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.
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.
DIFFERENTIAL VALUE

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

Telesales Solutions