

Case Study

Grupa VOX



Vox Group is a unique example of a construction company who really manages mobile sales. With an Emigo-based IT solution, Vox Group continuously adjusts its sales tactics to the ever-changing demand, stocks and competitors' activities

Tiny Thing, big difference

Sales management requires regular exchange of information between sales representatives and sales management at all levels. The representatives need to know what and to whom to sell under which terms. The management, in turn, needs current market information to have a complete view of the situation and be able to make the right decisions. Vox Group, one of the leading manufacturers and distributors of building materials (Vox Składy Budowlane) and interior fittings (Vox Profile) on the Polish market, is a great example of what efficient

information exchange means and how it impacts sales volumes and margins. In spring 2008, Vox Group decided to implement an IT system able to reflect the changes in the company's portfolio and business model, and to ease and support further growth.

Within the pilot project limited to one company, Vox Profile, the Group deployed a solution for mobile sales support based on Emigo, a system by Sagra Technology from Szczecin. Already after a few months, the results were so encouraging that the decision was made to expand the system's implementation to the entire Group, not only in Poland but

also in Russia, Ukraine, Belarus, Lithuania and Estonia

Less effort, more results

The essential purpose of implementing the new system was to improve the efficiency of sales processes. In particular, Vox Group wanted to automate the order reception process so that the representatives could fully use the time they spend visiting their customers. Emigo is very helpful in that area. Among other features, it provides hints on volumes on the basis of historic orders and automatically sends orders to the distributor. It also ensures complete trybutorów. Ofertę, promocje, ceny i staautomation of sales reporting which is its most important advantage.

„With Emigo, our representatives do not need to pay daily visits to the distributors anymore. They have the offer, promotions, prices and stock information on hand, the orders are sent instantly and sales reporting is completely automated. As a result, each day each representative makes several visits more than earlier. This significantly impacts their personal performance and the results of the company as a whole,” says Tomasz

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- Tomasz Szkutnik, Dyrektor Sprzedaży w Grupie Vox.

Country: Poland

Sector: manufacturers and distributors of building materials

Implementation: 2008

Customer information:

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Solution:

Windows Server 2003
SQL Server 2005 Standard Edition
SQL Server 2005 Compact Edition
.NET Framework, 2.0
.NET Compact Framework 2.0
Windows Mobile 5/6

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Szkutnik, Sales Director at Vox Group

Various models, single standard

The second important objective of the implementation was to rearrange the portfolio, the segmentation and the pricelists, and to standardize the procedures. Emigo allowed Vox Group to introduce uniform procedures of customer visits, uniform mechanisms for promotion generating and accounting, as well as consistent pricelists and discount groups throughout the country.

„Emigo ensured a real increase of sales volumes and allowed us to adjust our portfolio and prices to specific market segments in a better way. We know what is happening on the market or in the distribution channel and we see the activities of our competitors. We receive exact up-to-date information instead of delayed estimates. What is more, we do not have to call our vendor if modifications need to be introduced. The system allows us to make such changes by ourselves”

- Tomasz Szkutnik, Sales Director at Vox Group

Bearing in mind the huge volume

of its portfolio, the company also intended to help its representatives in accessing the information on current promotions for customers from specific market segments.

„In several years, our product portfolio has expanded dramatically to reach more than 2,000 catalog items today. As it includes a variety of products, specific areas require a different approach towards sales and promotion. We wanted to standardize product groups and procedures under a single system while keeping the differences in sales models. Although this is a very difficult issue in an off-the-shelf solution, Emigo allowed us to do it,” explains Tomasz Szkutnik.

Multi-dimensional flexibility

Vox Group wanted a sales management solution for a better adjustment of portfolios and prices to customer segments and to the characteristics of local markets. This obviously requires a process. Therefore, the Group needed a flexible tool able to support frequent changes in sales processes, in the organization structure and in the tactics of struggling for customers on specific markets.

“In Emigo, we have found multi-dimensional flexibility. First of all, it allows us to modify the sales organization structure and group permissions, to manage the segmentation, change process definitions etc. by ourselves, without involving the vendor. This is how we created our new division dedicated to solid floors made of exotic wood. In practice, Emigo significantly accelerates the process from business ideas to their implementation. This is hard to overestimate,” says Tomasz Szkutnik.

Surveys turned out to be Emigo’s great advantage. Sales staff may develop their surveys by themselves and send them to representatives. The results are integrated automatically. “Surveys become more and

more important. Until now, we printed them, but the consolidation of results was burdensome and we usually had problems finishing it on time. Electronic surveys provide us with current data and consolidate the results fully automatically. When we suspect that something is happening on the market, surveys allow us to determine the facts quickly,” says Tomasz Szkutnik.

This system, this difference

With Emigo, Vox Group’s sales representatives work more efficiently by ensuring greater sales volumes and profits not because they drive or talk faster, but because their work is better organized. Laborious tasks, such as checking promotions, stocks, current prices etc., are automated and performed in the background. Other activities, e.g. sales reporting or phone confirmation of orders, have been completely eliminated.

The system provides Vox Group with real-time communications throughout the entire sales organization. The representatives see the current portfolio, stocks and prices along with all promotions pertaining to their market, customers or sales targets. The management, in turn, gets an up-to-date (or even real-time) preview of actual situation in the entire country.

“Until now, we used our own rolling estimations and market data gathered by third-party companies. Today, we collect them on our own and on a regular basis... That difference is essential, as our decisions are based on facts instead of guesswork,” emphasizes Tomasz Szkutnik.

As a result of the deployment, Vox Group increased their sales in the main portfolio groups by approximately 15% within a few months of using the system.