SQLI

Connected Business Stories

MOBILE SALES
CUSTOMER FEEDBACK

BOOST YOUR SALES THROUGH
MOBILE CRM

CRM, THE CORNERSTONE OF PERFORMANCE

CUSTOMER RELATIONSHIP AT THE HEART OF YOUR STRATEGY

SQLI has nearly 60 reference projects with SPIR Communication, Mölnlycke Health Care, Piscine Waterair, Sogeprom...

CRM (Customer Relationship Management) represents today a global issue for the company, available at all levels of your organisation: sales management tools, marketing and management of services.

Based on its technological expertise and its knowledge of the challenges for the sales and marketing departments SQLI supports companies in the implementation of innovative and effective CRM solutions.

The objective is to position your customers at the heart of the company:
+ Establish strong bonds and manage their customer relationship in detail
+ Retain them long-term
+ Capture new customers
+ Structure their sales processes
+ Improve customer satisfaction

Our expertise relies on a network of strong partners:
+ Microsoft Dynamics CRM: a Dynamics CRM solution certified partner dedicated to sales and marketing teams for increased performance in an environment which is user-friendly and adapted to your market.
+ SAP CRM: as a SAP Recognized Preferred Partner for CRM, we offer you full coverage for your marketing and sales requirements in a secure, flexible and upgradeable SAP environment.

We are pleased to share with you the customer feedback Becton Dickinson on the deployment of their new mobile CRM solution: the AXON project.

THE AXON PROJECT : INTERVIEW WITH BECTON DICKINSON

CUSTOMER FEEDBACK

KEY FIGURES

Company created in 1897
Turnover: $7,8 Billions
29 000 collaborators
Settled in 50 Countries
700 Mobile CRM users

Becton Dickinson is a $7,8 billion Fortune 500 company, founded in 1897 that specializes in medical devices, laboratory instruments and diagnostic products. With headquarters in Franklin Lakes, New Jersey, BD employs 29.000 associates in more than 50 countries worldwide.

BD's European CRM Mobile application is called Axon[1], after a biological element that makes connections and transmits information; hence a perfect name for a customer relation management application. Axon Mobile became widely adopted within the field sales force as their central repository of customer information such as accounts, contacts, leads and opportunities, available offline and online on their preferred mobile device.

1 An axon (from Greek, axis) also known as a nerve fibre, is a long, slender projection of a nerve cell, or neuron, that typically conducts electrical impulses away from the neuron's cell body. The function of the axon is to transmit information to different neurons, muscles and glands.

MOBILE STRATEGY
INSIGHTS ON MOBILE STRATEGY WITH NADINE DE MUYNCK

Nadine de Muynck is the Senior Director of IT Customer Facing and Logistics for BD. She is responsible to determine the IT strategy for Customer Facing and Logistics in BD.

What are the reasons that lead Becton Dickinson to opt for a mobile CRM, i.e., what new challenges are addressed by a mobile solution? What issues were left unsolved with the traditional (non mobile) CRM solution?

Becton Dickinson was looking for a way to enhance its solution to manage customer relations. Although the backend software package, SAP CRM, was giving satisfaction in terms of functionalities, user adoption became a concern as customer data quality consequently felt below expectations.

Based on a CRM user survey, field sales reps indicated that they would use CRM more, if:
*   It would be faster to access (38%)
*   It would be available offline / mobile (25%)
*   It would be easier to use (20%)

Becton and Dickinson was looking for a way to enhance its solution to manage customer relations. Although the backend software package, SAP CRM, was giving satisfaction in terms of functionalities, user adoption become a concerne as customer data quality consequently felt below expectations.

What mobile device(s) did you chose to host the application? What development platform did you chose, and for which reasons?

First we deployed the system on laptops with Windows OS, and then on iPads with iOS as these are the preferred BD mobile devices. We can easily extend to Android in future, in case this would be necessary. We chose Adobe Flex because the platform needed to be device agnostic.

Is the application connected or synchronized? Was this a choice? Why did you choose to go for a synchronised application rather than an online?

Registration of CRM information by sales reps happens mainly in the field. In addition, last minute review of previous visit information may happen in the field. Today, there is not always sufficient WIFI coverage in regions where our sales force act. Synchronization capability is therefore key for success of the program and the efficiency gain in the sales force.

The iPad release made CRM Mobile the first true mobile BD enterprise application on the iPad.

What is BD mostly proud of today?

The iPad release made CRM Mobile the first true mobile BD enterprise application on the iPad. This is a milestone in BD's history.

MOBILE CRM
INSIGHTS ON MOBILE CRM WITH ELISABETH BLINKERT

Elisabeth Binkert is the IT Leader Account Management Europe and as such focusing on Business engagement and Portfolio Management.

How did you define your needs? Did you determine the requirements of the solution in connection with salespeople? with customers? What were these requirements?

The mobile initiative was led by IT based upon the functionality available in SAP CRM design. The focus lies primarily on the front end used by the sales reps, to manage accounts, contacts, interactions, leads and opportunities.

How do you measure the efficiency of the new mobile solution? What are the tangible outcomes for BD?

We measured in a first phase the number of interactions per sales rep to ensure user adoption. Currently, we link the metric to process adoption. We also keep track of data quality e.g. on account structure, grouping and contact information. We see the biggest benefit for BD to support through Axon the sales process adoption.

Did the sales people respond positively to the new tool? Did you have to deal with some change management of any sort?

Yes, we see this through direct feedback as well as through the increased user adoption. There is no discussion anymore in BD Europe in regards to technology. We are now able to focus on process improvements & business strategy. To address change management, we introduced with support of BD leadership the metric to track user adoption.

Same questions concerning customers: what was and what is their feedback? How do they react to the new interactions with BD people (mostly sales?) induced by the new mobile solution?

Customers are pleasantly surprised to see that BD account managers evolve with their time and use the same tools as their peers.

> **There is no discussion anymore in BD Europe in regards to technology. We are now able to focus on process improvements & business strategy.**

MOBILE PROJECTS MANAGEMENT
INSIGHTS ON MOBILE PROJECTS MANAGEMENT WITH SVEN DE LEEUW

Sven De Leeuw is currently IT Partner for 2 Businesses within BD Europe and for Service Management. In his former role, Sven led the CRM implementations for several countries in Europe, as well as the Axon program that is used by 700 users on the iPad.

How did you progress in deploying the mobile solution? And how did you get the users involved?

We followed an incremental approach of releasing new functionality in cycles of 3 months. We started with the basis back in Feb '12 and then gradually added functionality every 3 months, after thorough user acceptance testing. A milestone was to enable CRM Mobile on the iPad in 2013.

What were the feedback you got from upper executive management and direction at start and during the project? Has it changed? What's the feedback today?

There has been a strong support from top management all the way, which was needed to drive the change in the business. We couldn't have done it without the sponsorship of our leaders. The feedback today is that there are no technology hurdles anymore. We can focus now on business strategy and value.

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Looking back on your experience, if you were to restart the project from scratch today, would you change the scope of the project? Would you change the project methodology?

We tried to train the sales force remotely and informal webinars. This didn't work out for all of them. We learned that local super users are key to support salespeople in every country. Drive adoption to new technology should happen face to face, via official sales meetings. In addition, working with the iPad as a new tool needs its own adoption compared to the laptop as a computing device.

END USERS SHARE THEIR FEEDBACK

THEY HAVE WORKED ON CONCEPTION, PROJECT IMPLEMENTATION OR USE THE CRM
MOBILE SOLUTION IMPLEMENTED BY BECTON DICKINSON, DISCOVER THEIR FEEDBACK:

MOBILITY

It´s very quick to get a customer´s phone number and infos of the account when being on the road.

Axon mobile is logical to use, with the essential functionalities and of course I can use it everywhere without internet connection.

 I use Axon Mobile as a fast source of information about my customers – no need for network access, and fast start up of program is a big advantage.

New Axon Mobile versions are better than the beginning version. For Sales Rep who needs to travel every week, Axon Mobile is the best application when they have no connection.

SALES FORCES

Adding a contact into an account is fast and easy. Working with an opportunity is very fast and visual.

I enter a call report within a minute or two, no waiting for screens to load, just instant data entry.

Axon mobile tool is so much faster than the online tool. You can do the same with less 'clicks' and it is really user friendly.

I like to get into the habit of recording my customer interactions as soon as possible after the sales call. In a lot of cases there is a lot of information that needs to be recorded and having this tool in the offline mode means I can record this information without being at home online.

WE LOVE MOBILE CRM!

Passionate about technologies and innovations and has created a mobile CRM application: The multi-device (smartphone, tablet, hybrid) and multi-platform (iOS, Windows and Android) MOBILE SALES ACCELERATOR ensures a rich and attractive user experience. Thanks to mobility, you can have all your CRM information in offline and online mode, to be able to access the information in any circumstance and at any time, which will make all the difference during your sales transactions (management of customer database, opportunities, sales cycle in mobile mode, creation of sales catalogues and attractive interactive quotes, operational control of sales teams).

Discover our know-how Mobile CRM and boost your sales, from producing a quote to signing a proposal with our application developed with Windows 8 and soon Windows 10!

For further information: **www.sqli-enterprise.com**

LOOKING TO GET STARTED?

ARE YOU HOPING TO QUICKLY BRING THEORY TO PRACTICE? ASK FOR A QUICKSCAN...

The Quickscan is a free half-day workshop held in your offices. You'll have a chance to meet our experts and gain a very precise understanding of the value and assets of mobility for your customer relationship management (CRM) and the impact it can have on your interactions with your customers as well as a wider view of the value of a digital approach for your company.

You will be able to take advantage of your discussions with our consultants and, with the help of our methodological approach, analyse the topics that need to be addressed first in order to move forward with your digital transformation.

For each of the three components of an effective Mobile CRM strategy (i.e. sales productivity and performance, available information in any circumstances), they provide you with a free, non-binding, simple and pragmatic response.

Click here to request your quickscan workshop.

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ABOUT SQLI GROUP

Founded in 1990, SQLI is the business world's leading partner for defining, implementing and managing their digital transformations. Its unique positioning allows it to offer comprehensive solutions for companies' performance challenges: business performance (CRM, digital & social marketing, connected commerce, data management platform, predictive commerce, ergonomics, mobility and new practices), provided by the WAX Interactive brand, and company performance (digital industrialisation factories, development of scalable cross-channel platforms, big data and analytics consulting and solutions, mobile technology and connected objects, collaborative enterprise and business solutions, etc.) provided by SQLI Enterprise.

It has 2000 employees in France (Paris, Lyon, Toulouse, Bordeaux, Rouen, Lille and Nantes), Switzerland (Lausanne and Geneva), Luxembourg, Belgium (Brussels), the Netherlands, and Morocco (Rabat and Oujda). In 2015, the SQLI Group's turnover was €179 million. Since 21 July 2000, SQLI has been quoted on Euronext in Paris (SQI).

SQLI

DIGITAL
THAT WORKS