

# CASE STUDY

## SWISH QUALITY CLEANING PRODUCTS MAXIMIZES SALES FORCE EFFICIENCY WITH ROGERS WIRELESS

When a company stays on top in a chosen field for 50 years, you'll usually find a mix of traditional values and knowing when to embrace innovation. This is the case for Swish Quality Cleaning Products, one of Canada's largest cleaning supplies manufacturer and distributor.

Over the years, the Peterborough, Ontario-based company has built its reputation on a straightforward custom of offering quality products and empowering employees to provide the best service to their customers. In early 2006, after reading a newspaper article on wireless sales force automation applications, Ken Lynch, Vice-President, Sales, saw an opportunity to innovate and enable his 70-person-strong sales team to maximize the effectiveness of their activities.

With a basic picture in his head of the wireless solution that would be right for Swish, Lynch called Rogers Wireless Enterprise Solutions.

### THE CHALLENGE

Lynch's first goal was to reduce the time that Swish's sales representatives and managers spent on preparing reports such as customer call reports, preplanning reports, monthly action plans, and customer records. The reporting function provided critical information for best business practices, but was time consuming, typically taking each of the 55 representatives three hours a week and each of the 15 managers one hour per week.

In addition to time savings, Lynch envisioned a more streamlined and accurate reporting process to result from universal wireless automation.

The third goal was to improve customer relationship management with up-to-date, complete records.

### THE SOLUTION

To give Swish the customized solution they were looking for, Rogers' partner, Team SFA, a company that specializes in the area of mobile sales and service force automation solutions, was brought on board.

Team SFA worked directly with Swish to understand its current sales force environment, its expectations for productivity and customer service enhancements, and its internal systems and operations support. Based upon its

analysis, Team SFA recommended a hardware solution and built customized software.

The selected devices were GPS-enabled Windows Mobile® Pocket PCs with intuitive touch screens and an easy-to-use graphical interface.

With wireless connectivity over the Rogers Wireless data network through the web from any computer, field sales staff are connected to the back office, anywhere, anytime. Sales representatives and managers have two-way access to up-to-date information.

Furthermore, an integrated sales order and quoting module lets representatives create and submit sales quotes or orders on the spot. Many other efficiencies are built in, such as automatic filing of mileage expenses or the ability to have email requests for targeted marketing collaterals sent to customers in advance of sales calls.

Because Swish has customers in remote locations, such as rural Manitoba and New Brunswick, the breadth of Rogers' network across Canada was a factor in Swish's choice for the carrier to consolidate its wireless needs. Furthermore, sales representatives travel to the United States, and Rogers' world-standard GSM-based technology ensures seamless roaming functionality internationally.



## BENEFITS

Only two months after deployment, Lynch could already see the expected results.

“Our first objective was to reduce the three hours a week per representative to prepare company reports, and that’s been reduced to virtually nothing now,” he says. “They can now use the programmed handheld device over the wireless network and do their reporting and planning in one-minute periods throughout the week. When they complete a customer appointment, they quickly provide a report using drop-down menus, so it’s just click, click, click and it’s done. The productivity enhancements are staggering.”

Not only has time spent on reporting activities gone down, but the accuracy and timeliness of reporting has improved significantly. When coupled with back-office integration, this has led to better management of customer relationships.

“We’ve been able to marry the wireless solution with our enterprise system so that customer records are updated immediately,” he says, explaining that this had been previously done by hand, and then re-entered into the system later.

Swish has also gained a better understanding of how its sales representatives do their jobs. This has led to improved company-wide planning and improved support for the team, such as responding to gaps with appropriate training programs. “That’s had an impact on our efficiency and productivity when you can identify a skill set that’s lacking and improve on it,” says Lynch.

The better picture of sales force activity has further potential. Information such as clear statistics on call activity can be of great value to Swish’s key vendors. The enhanced information flow can be distributed to our suppliers, which, in turn ensures that we take advantage of just in time inventory — increasing

## ABOUT ROGERS WIRELESS ENTERPRISE SOLUTIONS

Building on our tradition of innovation, Rogers delivers creative wireless and wireline solutions to improve the way you do business including Fleet Management, Machine-to-Machine and Mobile Worker Solutions. Through understanding what is important to your organization, we bring together a community of experts to build customer-focused solutions that reduce costs, increase worker productivity, and help grow your operations.

## ABOUT TEAM SFA

Team SFA is an innovator in the area of mobile sales and service force automation solutions for the global market, offering the most advanced and comprehensive product of its kind on the market today. Through unique on demand, subscription-based model, customers of any size are empowered with full-scale, enterprise level sales and service force automation capabilities at a fraction of the cost of other solutions. Team SFA solutions leverage the power of wireless connectivity to deliver highly sophisticated capabilities in real-time to enhance productivity in the field, streamline internal administration and power business with industry leading customer service.

To find out more about Wireless Enterprise Solutions, please visit [rogers.com/enterprise](http://rogers.com/enterprise) or email [wirelessenterprisesolutions@rci.rogers.com](mailto:wirelessenterprisesolutions@rci.rogers.com)

## BENEFITS SNAPSHOT

### Efficiency:

Reporting time reduced from several hours per week to virtually nil.

On-the-spot data entry with back-office integration improves timeliness and accuracy of information.

### Employee relations:

Better monitoring of activities means smarter big picture planning and targeted employee support and training.

### Customer relations:

Customer information is more complete and up-to-date.

Customers appreciate quality and immediacy of information provided by sales representatives.

### New business potential:

Swish can now provide key suppliers with call activity information of significant value to their business, allowing for deeper reciprocal relationships and enhanced customer satisfaction.

customer satisfaction as our stock and supplies are always available. “Our supplier base is extremely interested in the program,” says Lynch.

The company has already expanded the solution to its support staff and plans to equip its service division with the same wireless technology.

“There’s the capacity to do a lot more,” says Lynch. “We’ve really just scratched the surface.”

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