



Public Testimonial #3

Dentalica

A GROWTH ENGINE

Dentalica is an Italian leading distributor of dental systems, products and supplies, selling through local dealers and 50 independent Field Sales agents to dentists and dental clinics covering 15,000 customers and 35,000 prospects. A dedicated telemarketing team scouts opportunities on end-user customers and plans prospecting visits for the Field Sales agents.

Sales effectiveness, operational efficiency and territorial coverage by Field Sales team play one of the most critical factors in Dentalica's business model.

Field Sales agents have to plan and execute trying to maximise the average number of weekly visits to customers and prospects and minimise the time and miles spent on the road. Moreover, the supporting telemarketing agents face a logistical nightmare while setting appointments for Field Sales agents, resulting in a quantity of "impossible" visits due to agenda mismatches and miscalculated transfer times between appointments.

Mapadore provides to Field Sales agents a **very intuitive and cost-effective solution** to efficiently plan their visits to customers and prospects in a matter of a click and scout new opportunities while on the field.

Concurrently, telemarketing agents can seamlessly plan appointment for Field Sales agents in real time while at the telephone with the customer or prospect, not worrying about agenda conflicts and transfer times between appointments. At the same time, reps could seamlessly and concurrently plan their appointments.

Mapadore **significantly improved visit ratio and pipeline contribution** by Field Sales agents while **shrinking their time and miles spent on the road immediately after adoption**. It also literally changed the life of telemarketing operators by enabling them to bring to zero the time spent to set appointments for the reps, avoiding continuous alignments with them on agenda availability and logistical constraints.

Mapadore was instrumental to the implementation of Dentalica's growth strategy, being Sales Effectiveness and Efficiency one of its fundamental pillars.

Both Field Sales reps and telemarketing operators easily adopted Mapadore due to its extremely intuitive Digital Assistants.

Since the adoption of Mapadore in 2011, Dentalica has been experiencing a **steady growth on annual revenue of averagely 17%**.