Mobility as the key to effective sales support

We improved our relationship and coordination with restaurants by far. The improvement of coordination between sales reps and management was only the first step of Sales Cloud implementation but once sales reps started using the tool and we started to collect all kinds of information about our partners and restaurants, it was then when the game changed rapidly

An effective deployment of IT tools can be a perfect method of achieving competitive advantage on the market of goods and services delivered in a traditional manner. One of the best examples here is BG Menu, a Bulgarian company operating also under HelloHungry and Oliviera brands. BG Menu is a company operating on the catering market and the major part of its activities is the BG Menu portal, which enables ordering food with delivery from numerous restaurants all over the country.

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Salesforce helped us to find the most common denominator of success - there is not a single operational and strategical business decision that is made without looking at the numbers in Salesforce.

The challenge faced by Cloudity was to support the Customer in coordinating sales representatives' work and improving their performance. Sales representatives are responsible for acquiring partner restaurants so that the offer of the portal is rich and diversified, and maintaining relationships with those with which cooperation has already been established. The growth in the number of cooperating restaurants to more than 500 forced the company to take specific actions.

The tool proposed by Cloudity was Sales Cloud, a flagship solution from the Salesforce solution portfolio. From the beginning of its business activity in 2004, the company had operated without any tool support in the area of sales, which – along with its business growth – began to limit the possibilities of further expansion.

How did Sales Cloud enable employee performance growth? First of all, by recording all operations of the sales team, which considerably facilitated communication and information flow. The management staff gained direct insight in the activities of their sales representatives, which made it possible to obtain the global picture of the enterprise and plan actions aimed at further growth in more detail.
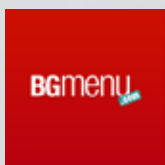
Having delved into the specificity of the market and the company, Cloudity consultants suggested also an additional solution in the form of a mobile tool for sales representative operations - mobile app called Dream View. BG Menu employees needed a solution which would enable efficient customer relationship management from any mobile device, due to the specificity and fast pace of work. In addition to solving the problem of the lack of mobility, the solution prepared by Cloudity permitted a more insightful analysis of sales statistics.

The active use of Chatter by the system users largely streamlined the operating information flow in the company and the transfer of the necessary knowledge for efficient enterprise management. The cooperation with BG Menu was a great pleasure for us. We are proud that the deployment was seamless but most of all we are happy about the results that can be achieved now by the enterprise. We do believe in its further successes and bon appetite to all its customers!

" *Cloudity enabled us to improve our business - their mobile app Dream View enables efficient customer relationship management from any mobile device, due to the specificity and fast pace of work.*