

Sydney, February 2004

COLGATE-PALMOLIVE GO THE PURVEYANCE WAY AUTOMATING THEIR SALES FORCE IN TO THE FUTURE

The new year is off to a good start for software solutions provider De Data Pty Ltd (De Data) who are proud to announce the signing of Purveyance, their field force automation system to Colgate-Palmolive Pty Ltd (Colgate-Palmolive).

Mr Frank De Palo, Managing Director of De Data signifies this as a positive move for Colgate-Palmolive who will begin to reap the rewards of greater efficiencies from both a tangible (sales, reduction in administrative costs etc.) to the intangible (greater professional presence in store visits etc.).

Having used paper exception reporting for some years, Colgate-Palmolive encountered several problems such as accuracy of data, which was recorded in the field and then interpreted and processed in their sales office, to then merging this manual data into manual reports. Not only were errors a critical element, but also the turnaround time associated with sending the data from the field through to the reports at the end of the process. This resulted in limited usable value of the data – as the information collected by field sales teams must be rapid, succinct and targeted to be of effective use.

This feedback was not considered new to Mr De Palo, who had received similar feedback from other organisations using paper-based systems who provided information during their research and development phase for Purveyance over two-and-a-half years ago.

“This feedback from Colgate-Palmolive will make the change to Purveyance an exciting and rewarding one,” said Mr De Palo.

After reviewing several locally developed systems and global providers, Colgate-Palmolive found the Purveyance solution would not only fulfil their current sales force needs, but would also provide value added services and functionality.

Brenton Wooding, National Sales Manager - Retail Operations for Colgate-Palmolive, selected Purveyance as the best choice to meet their field sales management needs by affirming “Purveyance delivers a quality 'off the shelf' product that met our base reporting requirements, has high flexibility to be tailored to meet some of our specific needs and importantly provides rapid two-way communication to the Sales team”. This is critical in today's rapidly changing retail trading environments.

“It's not just data collection we wanted, but a 'Field Sales Tool'. We wanted an assistant to our field sales team that would enhance territory management and provide a resource for information on product, category, promotional and other informational selling aids. Purveyance also provides some clever tools including billboards that can be tailored to individual stores, territories and account types, resulting in a highly efficient system that focuses on communication and execution,” explained Mr Wooding.

Not only was it the system that attributed Colgate-Palmolive's decision to move to Purveyance, it was the quality service provided by the De Data team. “De Data has worked with us for nearly 18 months as we evaluated our needs and options. The team at De Data have supported us in this process, importantly being easily accessible and prompt with the responses and ideas and with excellent understanding of the FMCG industry.” said Mr Wooding.

The benefits and flexibility associated with Purveyance, could also see your organisation's sales and merchandising activities exceed targets and account presence in a competitive industry.

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