



BlackBerry Customer Success Story

Company Pioneers Automated Trade Marketing with BlackBerry Solution in Ecuador

PROMOECUADOR

Promoecuador S.A. is a company that offers professional services in Ecuador including recruitment, training and Human Resources consultancy. The company has offices in Quito and Guayaquil and has been in the country for 20 years. It employs 50 people on a permanent basis, and up to an additional 350 for temporary projects. The company's promotions business division provides support services in marketing and trade marketing to major consumer companies in Ecuador.

Industry: Professional Services

Region: Latin America

Company Size:
Small Enterprise - more than 50 employees locally

Email Platform:
Microsoft® Exchange

Solution: Geo Dynamic Mobile from Location World

THE CHALLENGE

Two years ago, Promoecuador spotted a new market opportunity in the trade marketing business. Trade marketing helps companies monitor, assess and track promotional activities, merchandising and product positioning in retail stores. But to enter into this line of business, Promoecuador needed to be competitive and offer a differentiated service.

The company was confronted with a set of challenges that most companies in the industry face. Typically, trade marketing agents visited retail stores to check on promotional campaigns and merchandising. The information collected onsite was gathered and recorded using paper and pencil, and photos of product exhibits were taken with a digital camera. Then, they had to travel back to the office to enter data manually for processing and analysis. This meant clients had to wait several days or even weeks to receive a report, and it created a high risk of errors when inputting the information manually. In addition, databases containing directions and other information about retail stores were inaccurate, often outdated.

Back at the office, supervisors were not able to track their field agents' locations and progress on their assignments. Agents would spend significant time looking for store locations, which slowed down their productivity by limiting the number of stores they visited in a day.

"We needed a differentiator strong enough to set us apart from the competition. Modernizing the way we offer trade marketing services was a critical element to entering a new line of business," said Raúl Ortega, Account Director of Promoecuador.

THE SOLUTION

Promoecuador deployed Geo Dynamic Mobile, an application from BlackBerry® Alliance Member Location World, to BlackBerry® smartphones. The application is a customized mobile solution for trade marketing that integrates GPS capabilities.

The solution comprises two components: an application on the BlackBerry smartphones for field agents to perform evaluations of marketing campaigns at retail locations; and a Web-based application managed by the company's office staff to administer projects, create reports and analyze data.

Promoecuador's field agents download the Geo Dynamic Mobile application to their BlackBerry smartphones by accessing a web page using the browser and entering their secure username and password. At the office, managers create and modify project surveys using the Web-based program which synchronizes automatically with

the application on the BlackBerry smartphones.

Field agents then access their assignments and questionnaires directly from their BlackBerry smartphones, and enter the information collected onsite while conducting surveys. Responses are automatically sent to Promoecuador's back-end system, together with the GPS tag of the site location. The information collected is organized according to parameters set by the company to create virtually instant reports using the Web-based system, which can be exported to an Excel® spreadsheet.

With the GPS capabilities, Promoecuador's field agents quickly locate addresses of the retail outlets they need to visit. They also use the BlackBerry smartphone's built-in camera to take pictures of the location and the product display they survey, which is immediately sent to the company's server.

PROMOECUADOR'S BENEFITS

With the BlackBerry® solution, Promoecuador was able to venture into a new line of business with an important market differentiator. As a result, the Promoecuador division successfully offers trade marketing services, with the Geotrade® brand. This discipline of marketing measures the effectiveness of how a retailer promotes or sells a product for customers, which are mostly mass consumer product companies.

In using this mobile solution to deliver trade marketing services, the company found cost-efficiencies by eliminating paper printing and the need for other equipment, such as digital cameras. This allows Promoecuador to offer more competitive prices and has significantly increased the company's sales.

The automated collection of information from the field agents' BlackBerry smartphones enables Promoecuador to quickly process and analyze data. This means the company can create and deliver fast reports and effective recommendations to its clients.

Promoecuador's customers have access to up-to-the-minute data about their campaigns. "Our clients don't need to wait until the data collected is uploaded, processed and analyzed. We give them access to the system so that they can view their information at any point in the process," says Ortega.

Data collection is more accurate. By taking photos with the BlackBerry smartphones, customers can visually assess product displays. Thanks to the ability of performing timely and geographic data collection, which includes local mapping of retail stores, the customer receives a customized, thorough analysis and effective recommendations, without having to invest money in the development of new technology platforms.

The Geo Dynamic application for BlackBerry smartphones speeds up the process for conducting field retail evaluations. Promoecuador's agents cover between 4 and 8 points-of-sale per hour, as compared to two per hour that is common in the industry. This also helped improve turnaround times in the delivery of results to the client.

Thanks to the GPS and mapping capability of the BlackBerry solution, customers can reference accurate data by the location of any given retail store or segment it by region. Also, Promoecuador managers can track the location of the agents at all times. And field agents do not waste time searching for directions.

The constant communication between Promoecuador's managers and agents means faster response times and higher client satisfaction.

"The BlackBerry® solution allowed us to expand our business to a new sector we could not enter previously because we didn't have a true competitive advantage. Now, we have taken the business of trade marketing services to a whole new level in Ecuador by creating and developing a whole new concept in trade marketing with Geotrade®."

Raúl Ortega
Account Director
Promoecuador

KEY BENEFITS

- Enhanced productivity of field agents
 - Increased sales
 - Efficient access to data collected - better service to customers
 - Ability to conduct timely and geographical analysis
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www.blackberry.com/go/success



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