

# BlackBerry Customer Success Story



Productos Familia S.A. (Productos Familia) is a Colombian company that manufactures and sells personal hygiene products. With more than 50 years in the market, the company has manufacturing plants in Colombia, Ecuador and the Dominican Republic, and markets its products to more than 20 countries.

**Industry:**  
Manufacturing/Technology

**Region:**  
Latin America

**Company Size:**  
Large Enterprise – more than 3,000 employees

**Email Platform:**  
Microsoft® Exchange

**Solution:**  
• Ventax® by Ilimitada S.A.  
• Wireless Bluetooth® Printing

BlackBerry Solution  
Helps Mobilize  
Colombian and  
Ecuadorian Sales  
Team with Tools that  
Improve Efficiency,  
Customer Satisfaction  
and Cost Management

## Key Benefits:

- One device simplifies work and reduces costs
- Immediate back-end system access for price lists helps ensure greater accuracy
- Greater customer service and satisfaction
- Improved process for payment collections

## The Challenge

Sales reps at Productos Familia were carrying two devices on customer calls: a cell phone and a Personal Digital Assistant (PDA) to review account activity and enter sales orders. But the PDAs did not have continued wireless connectivity, so sales reps couldn't easily access current data while travelling. They had to connect the PDA to a cell phone to send and receive data, email, or synch with the company's back-end systems. As a result, product orders sometimes had to be corrected after the fact as they did not reflect changes made to pricing while offline. There were also delays in order processing and deliveries, which was not ideal for customer service.

Sales reps were also responsible for collecting payments. But without immediate access to customer account status or credit availability, they could not accurately settle payments on the spot.

"The process was burdensome, and the need for two devices led to higher costs for the company because we needed to subscribe to voice and data as two separate service plans for both devices," said Juan David Martinez, Information Technology Strategic Consultant of Productos Familia.

## The Solution

Productos Familia equipped its sales force with BlackBerry® smartphones to integrate voice and data capabilities into a single device and allow automatic synchronization with the company's ERP system. The company also implemented a customized application for BlackBerry smartphones called Ventax, developed by Ilimitada S.A. The app lets sales reps remotely enter purchase orders and access payment status and customer credit information, which helps to facilitate collections.

On the purchase orders, sales reps only need to choose the account number, product reference, quantity and target delivery date. Once the order is created, it's immediately sent to the company's ERP system to be processed. In the event there isn't any wireless connectivity, the application provides an option to check if the order was sent. If it wasn't, the app automatically resubmits it later.

The solution also provides access to customer account information, including customized pricing lists, history

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~ Juan David Martinez, Information Technology Strategic Consultant, Productos Familia

on account activity and status of product deliveries. They can also access promotions and special discounts – even those just launched.

Another important feature of the application is sales reps can view invoices sent to customers, outstanding invoices and available credit. Alerts are sent to the sales rep when submitting a new order, if the customer has run out of credit. They can also enter the payment received at the time of the customer visit. A receipt is automatically generated and it can be printed on the spot via a wireless printer carried by the sales rep, which is connected via Bluetooth.

### Productos Familia’s Benefits

The BlackBerry solution is much more convenient for the sales force because they now only have to carry one mobile device. The company also reduces costs by consolidating two mobile voice and data service plans into one lower charge.

Having remote access to the latest price lists has helped sales reps enter orders more accurately during client meetings. The ability to submit orders from a BlackBerry device has enhanced the company’s overall operating efficiency: orders are submitted and

processed faster, almost without errors, allowing products to be delivered quicker and, thus, minimizing customer complaints.

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Because the BlackBerry smartphone automatically synchronizes with the company’s back-end system, sales reps at Productos Familia also found that their time was used more efficiently. They no longer had to connect their mobile devices to their PDAs to receive emails, update information or send orders.

“Our customers tell us they are benefiting from our investments in technology,” said Martinez. “The BlackBerry solution has exceeded our expectations. It’s helped us gain operational efficiencies in our sales and payment collection processes and increased customer satisfaction.”

Productos Familia plans to enhance their customized BlackBerry app to help improve the supply chain and distribution. In the future, they plan to have a sales order volume calculator to help the shipping process and ensure optimal use of space in trucks. The company is also planning to include a sales reporting tool.

[www.blackberry.com/go/success](http://www.blackberry.com/go/success)



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