

Customer Success Story

Hamal Signature, located in Turnhout, Belgium, has been an established value in the fast-growing salad market since 1962.

Success Summary

Sales Cloud
Salesforce I
Visit Management
Offline App

Case study

Hamal Signature was looking for an easy to use CRM platform which would help them upgrade their marketing initiatives as well as their visit management

The field sales team of Hamal Signature are on a tight schedule to visit all their clients. Once they have arrived they have to take care of two things: **check product range** and **register new orders**.



Because of the tight visit schedule, speed was of the essence.

Goals

Hamal Signature decided to equip their field sales with tablets to make sales visits more efficient and gather important market info. We pitched the idea to **create an app** which would feature 'product range check' and 'register new order'. Both functions **had to work offline** and data would be synchronised to the cloud once they had reestablished connection.

Having gathered the visit feedback, Hamal Signature wanted to segment their customers to perform **targeted marketing actions** and **promotions**.

Outcome

Cloud Innovation helped Hamal Signature improve their **visit management**, increase **time efficiency** and create a **segmentation** basis.

In combination with the app, they plan their visits using the GeoMapping module in Salesforce CRM. This allows them to visually create a visit itinerary for the day. GeoMapping helps them pinpoint their customers who meet certain criteria on a map.

The new segmentation is now used to send customised emails to inform their contacts about news and promotions.

Customer feedback

Els Boddart, Field Sales Manager



Cloud Innovation perfectly understood the challenges we were facing. Our sales representatives love using the mobile app which results in faster data and faster market insights. Setting up dashboards has never been this easy.

