

Sales Planning System



Customer name: XYZ Manufacturing
Account number: 84697538818
Sales code: SGTS4
Industry: Others
Last contact: 10/10/2018
City/Zip: Manchester
Last invoice: 9/8/2018

Sector | Transit times | Products | Operations | Billing | Service | Accounts

Contact | Risk | AFC



Summary

Last time refreshed 9/10/2019

ALL EXP DOM

Current code: GBP

| | Mar | Apr | May | Jun | Jul | Aug |
|-----------|-------|-------|------|-------|-------|------|
| Shipments | 1925 | 4052 | 9876 | 395 | 684 | 26 |
| | 6000 | 4000 | | | | |
| | 7200 | 8450 | 1959 | 4052 | 9876 | 03 |
| | -1200 | -4050 | -37 | -3716 | -9842 | 102 |
| | -17% | -53% | -2% | -92% | -100% | 50% |
| | | | | | | 70% |
| | | | | | | 261 |
| | | | | | | -419 |
| | | | | | | -94% |

DHL increases alignment between sales strategy and tactical actions

The Information Factory's solution empowers DHL Sales teams with actionable information

Introduction / Situation

Field & tele-sales sales teams in DHL Express planned their customer calls & visits in a variety of diverse, mostly manual ways, making it difficult to benchmark activities and adopt best practises.

Internal research demonstrated how sales call planning, when set against specific, measurable & communicated objectives, would improve performance.

Requirement

DHL wanted to increased alignment between company sales strategy and the tactical plans of each sales team. DHL knew that in order to achieve this goal sales managers had to have a clear overview of their team's activities and that the team needed a comprehensive understanding of sales strategy and how it shaped their daily work.

A further requirement was to provide sales teams with timely, relevant & accurate customer data, in an easy to use format, so they could target & plan their calls more effectively.

"DHL's Global Contact Planning Tool allows our Sales teams to focus on what they do best – Selling. The Information Factory worked with us from start to finish to develop a solution delivering very strong alignment between sales strategy & tactics and is enabling us to be more responsive locally at front line and managers' level."

Ton Verleg, VP of Global Sales Development
DHL Express



DHL is the leading global brand in the logistics industry. It provides a broad portfolio of logistics services including; parcel delivery, e-commerce shipping and fulfilment solutions, international express, road, air & ocean transport and supply chain management.

DHL is part of the Deutsche Post DHL Group, which generated revenue of over €60 billion in 2017. www.dhl.com

Solution & results

The Information Factory developed a Global Contact Planning system which ensures that sales managers can set and communicate monthly & weekly priorities. This information is used by sales teams to devise their own call plans. The whole system is online, deployed globally with over 3,000 users and is updated regularly during the working day.

Sales teams now have instant access to actionable information for each customer. Customers and Prospects' locations are verified via Geocoding and a comprehensive dashboard provides complete visibility on customer performance & trading history. This includes; up traders, down traders, service issues, invoicing etc plus a selection of insights that Sales can use to share with their customers.

A 'main reason' to contact is provided for prioritised customers plus a recommendation for when they should be contacted. The system's mapping function illustrates the sales area and sets a call plan based on adjacently located clients.

Technical specifications

- VMWare Virtual Server, 4 cores, 16GB RAM
- OS: Red Hat Enterprise Linux 7
- DB: Oracle 12c
- Middleware: Apache Tomcat 8, Java 8
- Frontend: AngularJS 1.4

"DHL's sales planning system is a great example of putting actionable information directly into the hands of the user. We're delighted at how well it's been received by sales managers and their teams"

Robert Jordan, CEO,
The Information Factory



ALIGNMENT OF SALES STRATEGY & TACTICS

COMPREHENSIVE OVERVIEW OF EACH CUSTOMER

AUTOMATED INSIGHTS TO DRIVE SALES

MORE TIME AVAILABLE FOR SELLING

MANAGEMENT VIEW ON ALL SALES ACTIONS

About us

the [i] factory

The Information Factory is an independent software vendor, delivering sharp insights and decision-making power from our client's data. The company was founded in 2004 and has grown organically to include a team of 50+ developers, architects and program managers.

Our data driven software solutions automate manual processes, standardise divergent practises and create reporting, analysis and forecasting tools to help you solve your business challenges.

We work on all business domains, from Sales and Marketing, Pricing and Operations to Finance and Billing, with projects ranging from fully bespoke solution development to small technical upgrades and maintenance of existing systems.

Whether your solutions require algorithms, workflow, automation or actionable information via mobile & desktop BI systems you can be certain The Information Factory team will deliver.