

Wholesale Case Study

- International wholesale brand &
retailer of body and fragrances products -

"Today, SimpliField has become the best companion of all our trainers. They use the app daily, in real-time during each visit they carry out. Everything is filled in via SimpliField, data we had yet been unable to collect." - **Sales Director**



ABOUT

Our client is **an international wholesale brand and retailer of body, face, fragrances and home products**. The brand is **present in 4,500 wholesale locations with 3 group brands**.

With a mission of creating sustainable, eco-friendly products, they seek to **provide customers all over the world with new and extraordinary beauty experiences**.

The company chose SimpliField to get operational teams more involved for improved customer experience. **This case study explains this digital transformation and presents results for both HQ and field teams, including in the midst of Covid-19.**



PROBLEM

How to get operational teams involved for improved customer experience?



SOLUTION

A digitalized reporting system for visits in wholesale locations.



RESULT

An optimized and efficient wholesale reporting system for better implementation and customer experience.



PROBLEM

How to get operational teams involved for improved customer experience?

Every day, their **field team of trainers travels to wholesale locations across France, serving as the eyes and ears for HQ**, which relies on this team to know what is happening in the premises where the brands are present.



But there was no shortage of inefficiencies in how their trainers reported key data to HQ. Every visit meant building a new PowerPoint deck, which trainers would have to manually create and populate with pictures from wholesale locations they visited.

Additionally, **the data being provided wasn't consistent**, since there wasn't a standardized format in place defining the figures and accompanying assets that needed to be delivered.

So in addition to the **time-consuming process** of creating new decks for every visit, **HQ had no way to ensure they would be able to access the data points they needed for strategic decision-making.**

SOLUTION

A digitalized reporting system for visits in wholesale locations.

The brand turned to SimpliField to set up an instant reporting system for visits in wholesale locations. The aim: to get operational teams involved for improved customer experience.



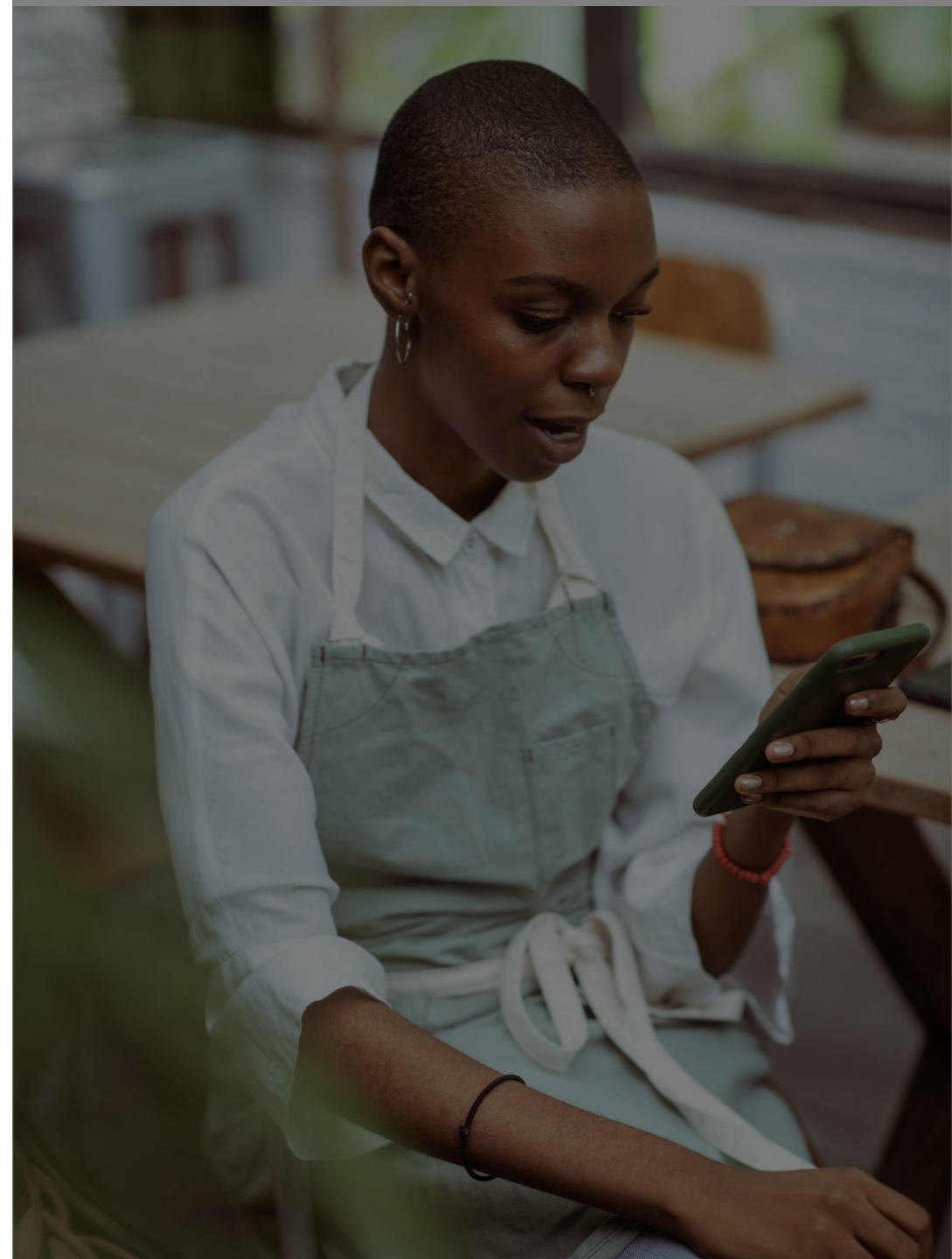
Now armed with the SimpliField solution, HQ has been able to set up a reporting system for on-site visits enabling field teams to **provide key accounts and operational marketing teams with the critical data and operational transparency they need - in real time.**



Plus, **HQ is now able to communicate with operational teams quicker than ever thanks to the SimpliField app.** Right in the app, they can not only reach trainers to get answers to wholesale-specific questions needed to generate a comprehensive report, but also **share knowledge** for correct implementation.



Operational teams can now provide key insights hassle-free by entering information and visuals onto a single app during each visit they carry out.





RESULT

An optimized and efficient wholesale reporting system for better implementation and customer experience.

With the SimpliField solution at work across all wholesale locations in France, the brand has reaped a number of major benefits.

1

A STANDARDIZED REPORTING SYSTEM

HQ can now establish and communicate reporting standards that are customized to individual wholesalers.

2

FAST REPORTING & REAL TIME DATA

Trainers and HQ alike have saved countless hours by eliminating manual reporting processes. With just a couple taps within the SimpliField app, cross-functional teams can now share key data in real time.

3

RELIABLE INSIGHTS FOR DECISION MAKING

HQ can calculate field teams' activities and incentives directly in the app, which empowers them to go beyond simple data reporting, gaining stronger, more reliable insights into everyday field operations.

WHY SIMPLIFIELD IN THE MIDST OF COVID-19

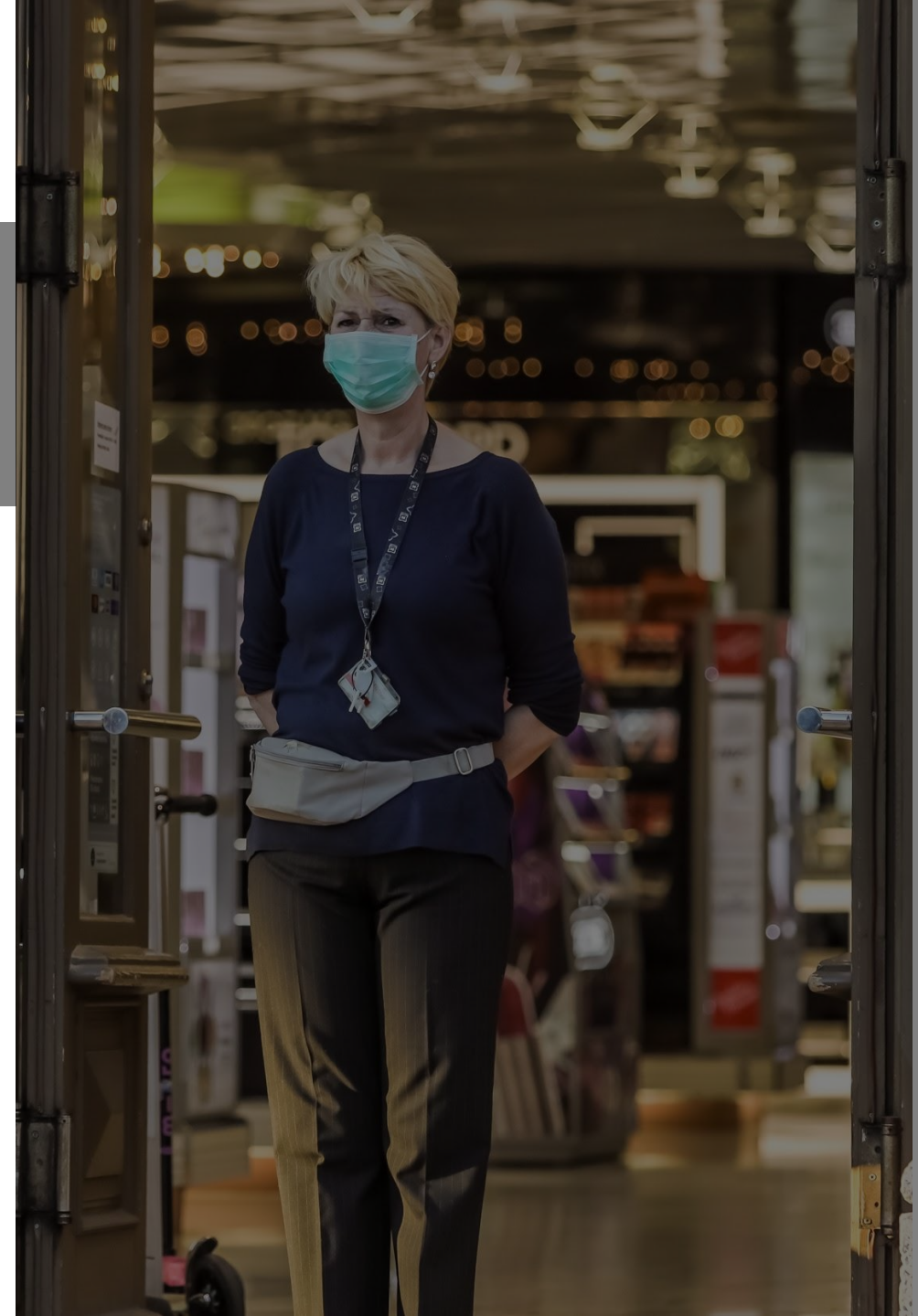
“It’s a pleasant and highly responsive collaboration with the teams at SimpliField that allows us to receive immediate answers to our issues or questions.” – Sales Director

Retail stores, cosmetics chains, and drugstores were all subject to different conditions during and post-COVID. **With 4,500 points of sales and around 20 salespeople, SimpliField supported the company on 3 focus points:**

- 1. Assessing stores & managing inventory**
- 2. Adapting reporting methods**
- 3. Well-being and training of staff**

Collecting and filtering information to respond to the resumption of activities at different levels was essential to tackling the lack of visibility. HQ gained access to insights from reports of virtual visits brought by merchandisers, and thus were able to implement more focused, agile strategies specific to the conditions in each location.

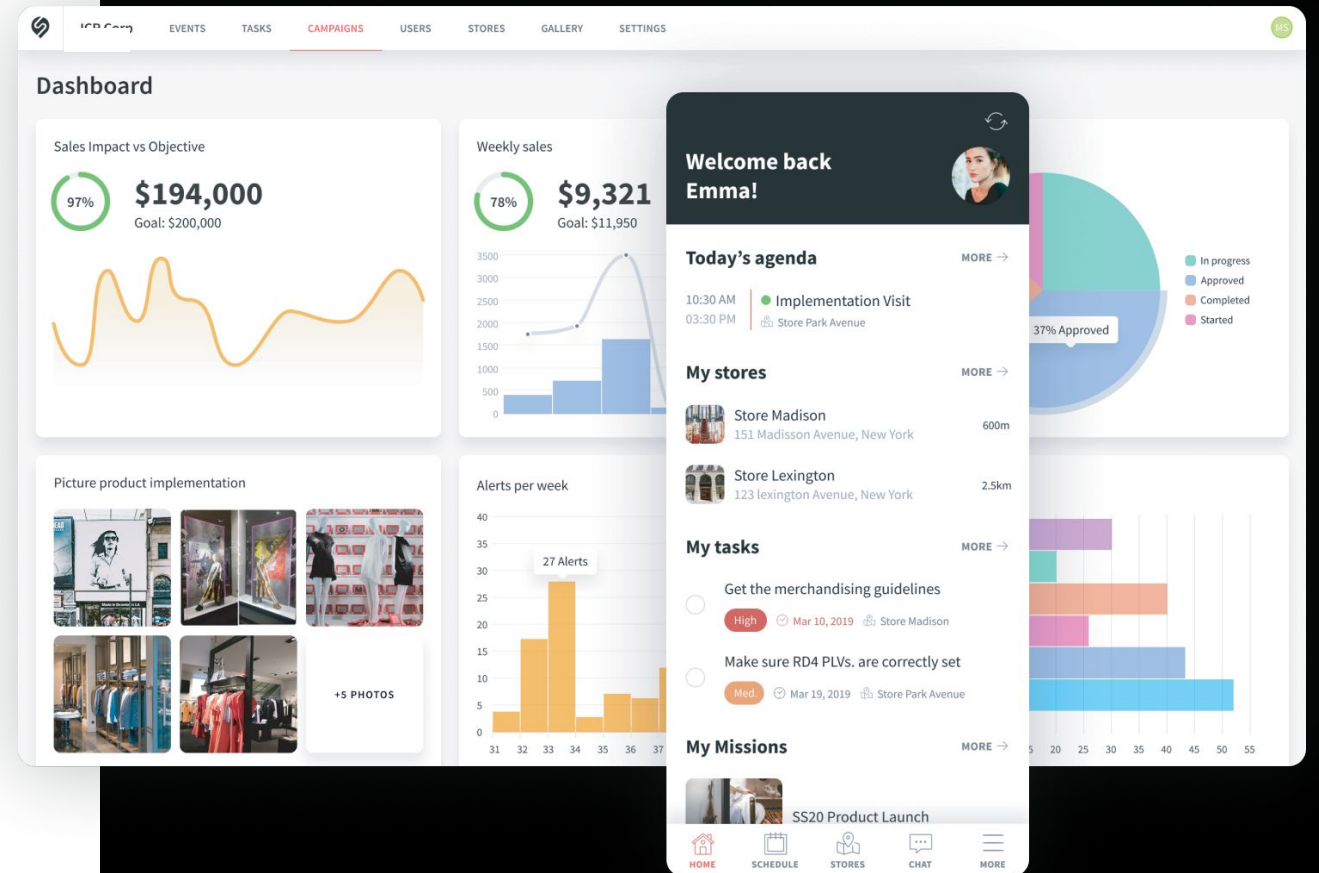
Staff at all levels were empowered with shared, updated communication and new dynamic training content through the SimpliField app. In addition to providing their teams with the equipment and sanitizing materials to keep them safe, our client supported teams in their implementation of new safety procedures and sales methods with useful information to keep them safe, easily available on their mobile devices.





The all-in-one retail performance platform for fast, efficient, mobile collaboration between field teams and leadership at HQ.

LVMH • L'ORÉAL • ESTÉE LAUDER • COTY
interparfums • REVLON • dr. brandt
skin-changing science





Contact us to get a live demo

Thanks!



Benjamin Zenou

CEO & Founder

+1 917 478 7450

benjamin.zenou@simplifield.com