



SuperOffice CASE STORY: Blåkläder

Blåkläder gets its sales supply chain in order

“The system has to be used so the interface is very important. SuperOffice has a very simple interface.”

-Mats Ågren, Sales Manager, Blåkläder AB

The Challenge

Blåkläder AB provides a wide selection of high-quality and functional work clothes and footwear. Sales go through resellers or by direct agreements with large users in both the Swedish and EU markets. Annual production is about 1 million garments.

In 1999 Blåkläder had a CRM system with such a complicated interface that usage of the system was suffering.

The consequence was that the information was neither complete nor properly updated. This became a growing problem for Blåkläder. Much of Blåkläder's present sales go via resellers, with Blåkläder and the reseller visiting the end customer together. This kind of partnership needs things to be in perfect order - who does what after the visit? Who takes which initiative? But the very orderliness that was so necessary to hold to agreements with the end customer was missing. It was important for Blåkläder to address this challenge.

Blåkläder also saw the challenge in enabling each sales person to free up more time for effective selling.

There was also a need for a multilingual solution, since there was a strategy in place for international expansion.

The Solution

Blåkläder chose to change to SuperOffice in Sweden and Norway

the same year. A decisive factor in favour of SuperOffice was its simplicity. Partly in terms of rapid and safe installation, but mainly the simplicity of the user interface. Blåkläder decided that user-friendliness was critical, so that the sales persons would actually use the system.

In addition to this, there were the SuperOffice strengths such as its multilingual solution and the opportunity it gave the geographically widespread sales force to work with full system flexibility both from home and when travelling.

The Result

Blåkläder's work is now properly structured, with joint visits and coordinated projects together with their resellers. Undertakings about who does what after joint visits to the customer are now clear and documented. The disorder that had previously stood in the way of a professional cooperation with the end customer has been replaced by order and tidiness. The sales persons now have a reliable tool to free more time for effective selling.

SuperOffice has become a platform for coaching and passing on information between the sales manager and the sales persons around the country. The very transparency of the work done with each customer or reseller opens the way for new forms of dialogue. For example, the sales manager coaches

The Customer Benefits at a Glance

- Establishing structured ways of working together with resellers.
- Documentation of the sales process is assured
- The sales person has more time available for effective selling
- Multilingual solution to support international expansion
- Flexible solution that supports a geographically spread sales force
- Sales manager uses the system to coach from a distance

each individual sales person with a personal weekly letter which he writes after going through all the sales person's current sales in SuperOffice.

