Modernizing the Digital Workplace and Improving the Employee Experience for Frontline Workers

INDUSTRY
Consumer Products

Workgrid

By implementing the Workgrid Assistant, a Fortune 200 consumer goods company with 10,000+ workers gave their sales force the unified sales experience they needed to deliver the highest levels of customer service.

Company at-a-glance

- **Industry: Consumer Products**
- **Number of Workers: 10,000+**

Challenge

A large consumer product company was on a quest that most organizations can certainly relate to — creating the best possible experience for their customers.

In order to deliver the highest levels of service, the organization knew that their digital transformation initiatives would need to begin with their employees, overhauling standard operating procedures from the bottom up. The status quo was simply no longer acceptable, especially the manual, outdated practice of account managers printing the documentation they needed, such as pricing and SKU sheets, when meeting with customers on site.

This practice caused miscommunication and inefficiencies across the sales process and restricted the ability of the team to deliver the highest levels of service possible.

Requirements

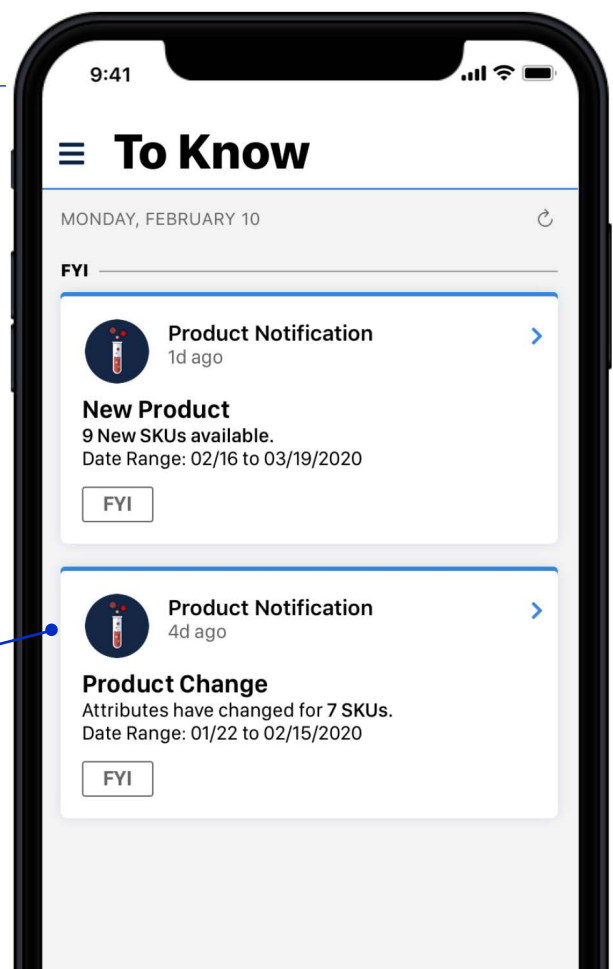The company wanted to ensure that the digital transformation solution they chose could address these three core pillars:

- **Lean:** Streamlining business management processes to save time and reduce frustration.
- **Simple:** Directing the focus of each sales person by giving them a personalized view of just the information they need to know.
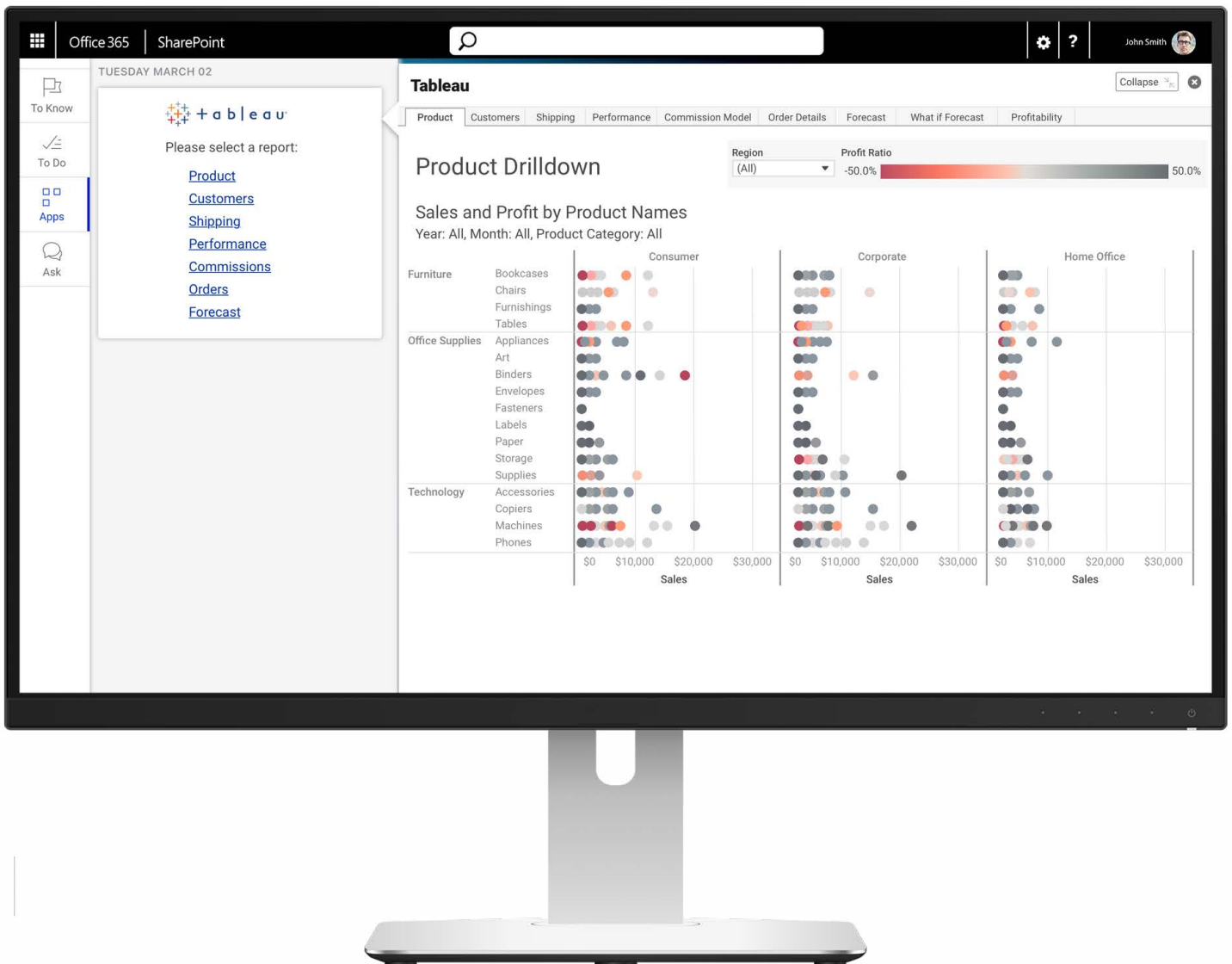- **Fast:** Providing timely notifications of important information.

The solution also needed to support enterprise mobility. They didn't want multiple pointed solutions - they wanted a flexible solution that could be customized to the evolving business operations across any line of business.

How Workgrid helped the sales team be more effective:

◈ **Personalized alerts to drive action**
Personalized product updates are tailored for sales representatives using Workgrid's smart notifications and audience targeting functionality. Sales teams receive only the product updates relevant to them and their specific accounts and business units, as well as up-to-the-minute changes to business conditions affecting their customers.

Smart notifications provide personalized product alerts that help the sales team take action.

9:41

≡ **To Know**

MONDAY, FEBRUARY 10

FYI

Product Notification ›
1d ago

New Product
9 New SKUs available.
Date Range: 02/16 to 03/19/2020

FYI

Product Notification ›
4d ago

Product Change
Attributes have changed for 7 SKUs.
Date Range: 01/22 to 02/15/2020

FYI

Interactive sales and analytics apps
Leveraging the flexible and extensible nature of the Workgrid platform, custom-built apps provide live sales performance and analytics data via various integrations, including SAP, PowerBi, and Tableau. This gives the sales team seamless access to critical reports and analytical details so they can make more well-informed decisions.

Unified experience for business management process
Adding the Workgrid toolbar to an existing internal SharePoint site for business process management gave the sales team a single hub of streamlined access to all critical sales information and updates.
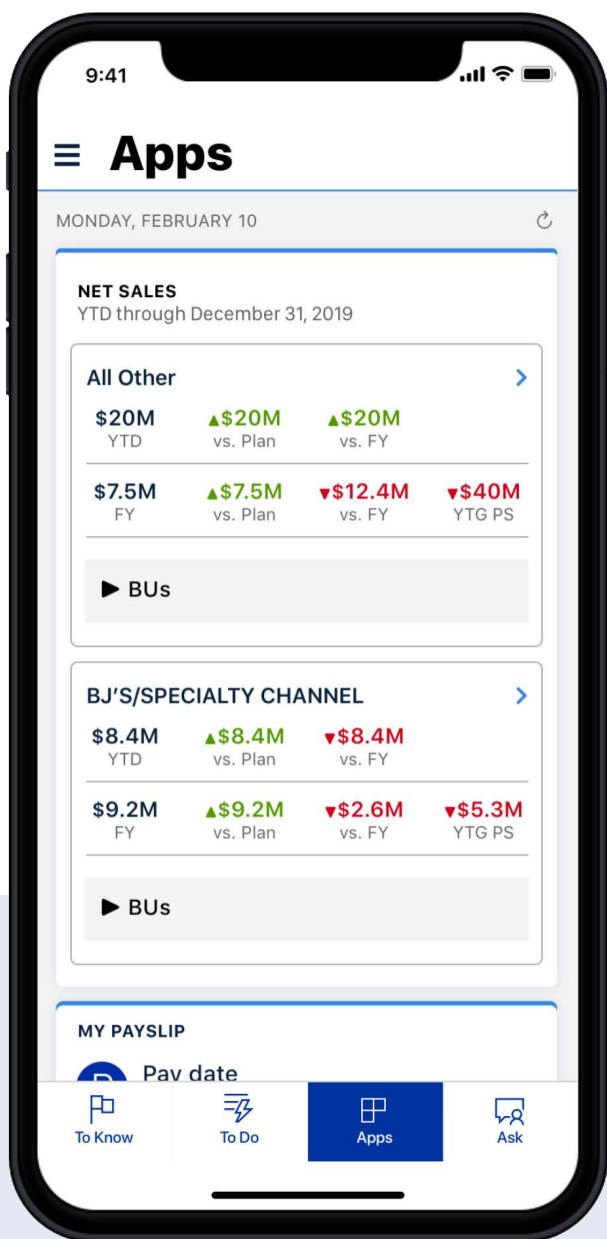
Application modernization

Integrating with multiple applications, Workgrid now enables frontline workers to access key product information via mobile vs. the inefficient process of printing and carrying pricing and SKU sheets.
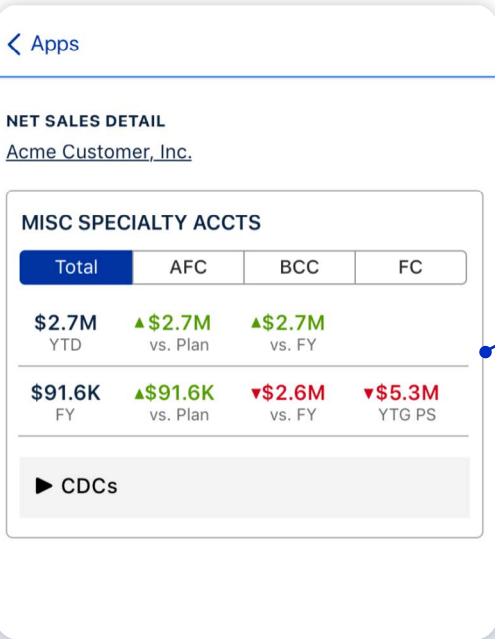
Custom microapps provide streamlined access to key metrics and reporting via an SAP integration.

Modernized employee experience

With a streamlined experience for interacting with enterprise systems and real-time information that made the work day easier, the sales team was more engaged and more effective in their roles.

Improved customer experience

With real-time access to business critical information, the sales team was able to make better, faster decisions regarding customer needs.

Increased time spent on sales

With personalized alerts to drive action and less time spent printing and finding information, sales could focus on what they did best – supporting their customers and selling.

More efficient business processes

With Workgrid, the company was able to leverage their existing investment in key enterprise systems to create a modern experience that focused on delivering efficiencies for their sales team and improvements to customer service initiatives.

Time savings

By streamlining notifications into a mobile experience, the company is forecasted to save 1,500 hours annually.

Benefits

With Workgrid in place the organization was able to achieve a number of key goals that yielded numerous benefits to their business.

Equipped with the information they needed, field teams were able to make decisions with confidence and provide a level of customer service that had previously been impossible.

The biggest advancement included a significant improvement of the employee experience. Between enhancements to communication and streamlined access to critical information, Workgrid is immediately delivering value and various benefits including:

Interested in seeing Workgrid in action yourself?

Sign up for a <u>free trial!</u>

Workgrid

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