

References

Tropical company was established in 1977. Constantly implemented improvements and innovative solutions caused that Tropical became one of the most technologically advanced manufactures in the pet industry. Modern and fully automated production lines allow for manufacturing high-quality products such as flake and granulated foods for aquarium and pond fish, grain mixes and extruded feeds for small rodents and birds as well as aquarium tests and preparations. Continuously expanded product offer currently includes ca. 700 items.

Our company employs a group of sales representatives who provide service for stores and wholesales outside the office. To hold the presence in the current market, orders must be processed immediately. Centrum Technologii Informatycznej company from Gliwice, which services our Comarch ERP XL system and is well-acquainted with logistic processes taking place in our company, suggested Comarch ERP Mobile Vendor solution. We decided to deploy that application due to its extraordinary usefulness and full support for commercial conditions defined in the Headquarters. Our sales representatives working on a smartphone are able to carry out full process of receiving order from a customer while having a visit on the customer's premises. Owing to intuitive interface and access to product details uploaded directly from Comarch ERP XL, issuing an order takes minimum time. It is also very important that the order is quickly passed on to the company's Headquarters where it can be processed.

In the result of extending our Comarch ERP XL installation with Comarch ERP Mobile Vendor, ordered items are sent to our customers much faster. Moreover, we have reduced the risk of making a mistake during processing of orders and saved time because now it is the sales representative who enters orders into the system.

In Comarch ERP Mobile Vendor system, sales representatives can not only submit orders but also schedule and process business appointments. An important element of such appointment is the questionnaire which contributes to better recognition of market needs, owing to which we can adjust our current offer to expectations of a customer. During appointments we take advantage of, among others, merchandising functionality which enables verifying presentation of our company products, which is confirmed with a picture taken by sales representative and sent along with a report from the appointment to the Headquarters.



Deployed modules: Comarch ERP Mobile Vendor

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