



Cadbury Uses JustEnough Mobile to Pioneer Mobile Field Marketing Solution that Boosts Revenue, Improves CRM

Durham, NC- Confectionery Company Cadbury is leading their industry by deploying an advanced mobile field marketing solution that empowers its mobile workforce with exceptional [customer relationship management](#) (CRM) and [trade marketing](#) capabilities. The solution, provided by [JustEnough Mobile](#), gives managers the ability to use handheld devices to direct in-field operations and enables the mobile workforce to process orders in a closed-loop, order-to-invoice system.

According to Pieter Spies, Sales Director at Cadbury South Africa, the solution provides the company with a significant competitive advantage in field marketing by improving customer service, boosting revenue and reducing costs. "We are anticipating a 5% growth in revenue as direct result of efficiencies provided by the system," he says.

Previously, when Cadbury's mobile workforce visited a store, the reps would take manual orders and then either phone, fax or email these through to the sales agents at Cadbury. This manual process led to errors, delays, increased out-of-stock risk and other trade marketing and CRM inefficiencies.

"Now, when our reps visit a store, they have real-time visibility of stock levels, and can place an order for a customer there and then," says Spies. "This ensures the accuracy of the order, and means our customers are getting their products faster, increasing customer satisfaction.

"Critically, our reps can also see if a product is out of stock, and recommend suitable substitute products. Their ability to do this is expected to boost revenues by a further 1%."

The JustEnough Mobile Field Marketing solution will also significantly reduce costs. Telephone costs are set to decrease by 10%, printing costs by 50% and travel costs by 1%. "This is because our mobile sales team is much more self-sufficient and now link directly into our back-office technology platform," says Spies. "They don't need to phone orders through and complete paperwork, or travel in and out of the office to process an order."

The solution also allows Cadbury to tighten their controls in terms of their mobile CRM and trade marketing initiatives. Managers have a dynamic dashboard view of sales, out-of-office activity and access to reports focusing on key activities such as numbers of calls, orders per call, etc. The immediacy of the information enables them to improve sales agent performance and CRM.

According to Mark Morris, VP of JustEnough Mobile (JEM), the field marketing solution encompasses everything that Cadbury's mobile workforce needed in the field including sales, trade marketing and promotions management tools. "They don't need to be technically astute or have experience in using computers or technology," he says. "If you can use a mobile phone, you can use the system."

Two days of initial training and two days of follow-up was all that was required to get the mobile workforce up and running. In addition, Cadbury has identified "super-users"—those agents who are technically astute to support the reps through the learning curve, and ensure that they are using the full spectrum of JEM's functionality.

"We implemented the full system across our product range in September 2008 and currently 180 sales reps are active," says Spies. "Not only are we pioneering this solution within our industry in South Africa, we are the first country within Cadbury's global operation to be fully mobile enabled."

Founded in 1994, JustEnough is a global leader in Demand Forecasting and Demand Planning solutions.

Available OnDemand, OnSite and OnMobile, JustEnough's Demand Management solutions help retailers, manufacturers and wholesale distributors of every size, across a breadth of industries, to forecast their customer demand, plan their inventory, sales and operations and then execute on those plans.

*JustEnough services more than 200 of the world's leading brands including Replenishment of **Levi Strauss's** North American stores, Inventory Planning at **Nissan**, Demand Planning at **Kraft Foods** and Merchandise Planning at **Strandbags**. Each year JustEnough calculates over 1.5 billion forecasts and recommends over 826 million orders to more than 8 million suppliers.*

JustEnough is headquartered in the United States with offices worldwide.