

Mobile access to 250,000 items of data
Information constantly updated for field staff

HECO sells 1.5 billion screws in 40 countries via its retailers. The family business from the Black Forest introduced nexmart's sales App so that sales representatives could access up-to-date information at any time during site appointments. The quality of consultations increased, ultimately also improving customer loyalty.



THE COMPANY

HECO-Schrauben GmbH & Co. KG

Location: Schramberg (head office)

Portfolio: Screws for professional use as well as accessories and services

Employees: 340 (2018)

Turnover: 41 million (2017)

Internet: www.heco-schrauben.de

The task

- HECO wanted its sales representatives to have constant access to the latest information via a mobile solution to ensure high standards during consultations as well as to project a positive public image.

The result

- Today, sales representatives can access around 250,000 individual items of data from the PIM system, around 1,000 documents and about 90 films, presentations and brochures.
- There has been a real improvement in the quality of consultations.
- Retailers also see HECO as a modern, innovative company
- Implementing the solution has also improved the way the Sales, Marketing and Product Management departments work together.
- There is greater awareness within the company of the tangible benefits high quality data and integrated processes can deliver – all of which requires digitalization.

When a tradesperson fixes wooden floorboards to a steel or aluminium substructure he is very likely to be using HECO screws. The family business that was founded back in 1888 and has been in existence in its current form since 1967 manufactures 1.5 billion screws a year. This is complemented by a wide range of accessories and services. HECO products are sold in 40 countries. The main focus is on Germany, Austria and Switzerland, the Netherlands, Belgium and Luxembourg as well as France. HECO uses a multi-stage sales approach in all of its markets: The company sells its screws to retailers, who sell them on to end customers, usually tradespersons. And it works extremely well.

Information is not always up-to-date

“Our sales representatives regularly visit retailers to present our latest products, inform them of trends or simply provide a thorough consultation”, says Andreas Hettich, Head of Business Development at HECO. “Previously, they would have printed brochures, or perhaps Word or Excel files specially created on their laptop with them at their site appointments. Ultimately, it was up to each individual sales representative what he would use. There were no standards, quality varied considerably, and the information was not always up to date. And: Each individual employee had to prepare the information in his own time.”

HECO wanted to change things and so in 2015 it decided to introduce a solution that allowed sales representatives in Germany to access centrally managed, constantly updated data and documents from a mobile device. The app also has a built-in route planner to make it easier to organize visits to retailers. They started looking for suitable software before quickly deciding on nexmart’s sales App.

sales App as e-commerce component

Andreas Hettich: “We had a look around at the technological options that are available. We also had an eye on the sales App right from the start, mainly because we had already used a number of nexmart solutions to digitalize our sales and implement e-commerce solutions over the past ten years and it had been very successful. We checked with

other companies about their experiences with the solution and the feedback was entirely positive. So we didn’t need to think about it for much longer.”

» With nexmart’s sales App, our sales representatives can now access around 250,000 individual items of data on the products, 1,000 documents and 90 films, presentations and brochures from their tablets. This comprehensive, constantly updated information allows them to optimize their consultations with retailers. «

Andreas Hettich,
Head of Business Development
at HECO



The introduction of the sales App went very quickly and smoothly and the technology-related efforts were manageable for HECO. The application itself only needed a few design tweaks. It was then installed on three tablets to start with and connected to the backend data sources. Three users – Andreas Hettich, the Sales Manager for Germany and one sales representative – tested the app for three months. After a few minor adjustments the sales representatives in Germany were introduced to the new mobile solution. They’ve been using the application since 2016. And they are very pleased with it. “What colleagues appreciate about the solution is that it’s amazingly easy and intuitive to use and really helps them do their job. And they’re also now very much aware of the importance of having high-quality data and seamless processes”, says Andreas Hettich.

HIGHLIGHTS FOR HECO



Employee acceptance of the new solution was total right from the start and they appreciate the significant support it provides them in their work.



The quality of consultations has really increased, ultimately improving customer loyalty.



HECO is seen as a modern, innovative company.



High data quality and cross-departmental processes are now seen as important and products are exclusively presented using digital solutions.

Real improvement in the quality of consultations

Sales representatives now just have their tablet with them at their site consultations – no more paper printouts and no more laptops. The **sales App** allows them to access all the information they need at the consultation with minimal fuss. And they can also access it offline, which can be an essential feature when visiting some retailer sites. It gives them access to around 250,000 individual items of data from the PIM system, around 1,000 documents such as product drawings, performance descriptions, licences or CAD drawings and about 90 films, presentations and brochures. Sales representatives are now equipped to handle any situation and can give a firm answer to any of the retailer’s questions straight away.

“We didn’t set any quantitative targets for the introduction of the **sales App** and can’t quote any KPIs”, says Andreas Hettich. “But we can clearly see that the quality of consultations has increased and that retailers see us as

a modern, innovative company”. This is not just because all information is now immediately available and is attractively presented on the screen. Interaction with the retailers is now much easier, too. For example, the retailer can now be e-mailed documents that are relevant to him straight from the app.

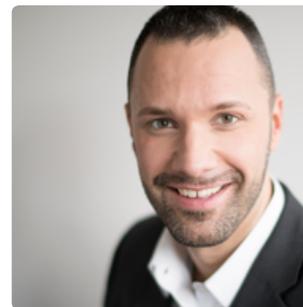
Another positive effect: Implementing the app has meant that the Sales, Marketing and Product Management departments work much more closely together and communication has increased. This is mainly because each of these three departments realizes what impact their work has on the others. For example, if the Marketing department updates one of its brochures, the sales representatives register this immediately because a new document appears in the app. They’ll normally have a look at it as well and often share their opinions. This kind of constructive communication means all involved are continuously learning and constantly improving.

Andreas Hettich: “With the **sales App** sales representatives are directly experiencing the potential of digitalization. It helps them to understand why with nexmart’s help we’ve been digitalizing our processes and establishing more and more e-commerce elements for years now. As a result, we’re also seeing examples of our sales representatives raising retailers’ awareness of the importance of good product data. The **sales App** is a great way of doing it.”





HECO sends 1.5 billion screws a year all around the globe, for example from the Logistics Centre in Schramberg.



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About nexmart

nexmart specializes in eBusiness, enabling companies from all sectors to fully digitalize their sales processes (including procurement processes) to improve their effectiveness and efficiency and increase economic performance overall. It focuses particularly on multi-stage sales processes: from manufacturer to retailer to end customers. To achieve these we have implemented a number of different solutions that network these market participants with one another and ensure seamless transfer of sales-related data between them. The clever bit: Our solutions offer an uninterrupted customer journey up to and including purchase completion. We take a customized approach to design and development to allow our customers to benefit from amazingly simple solutions and services.

- Founded in 2002
- 8 locations in the EU and the USA, connections with 68 countries
- 300+ manufacturers and brands
- 25,000 regular users
- 1.4 billion euros of transaction volume
- 100% eBusiness rate