

## Case Study

### Who's FP International ?

#### FP International : getting a tailor's made protection

FP International is a world wide leading manufacturer of protective packaging products and packaging systems such as air cushions, polystyrene or starch loosefill, bubble, paper void fill or kraft/bubble mailers.



For further information about FP International : <http://www.fpintl.eu>

### What about the project ?



The FP International problem was: to find a CRM solution accessible in mobility, easy to use and to administrate in order to improve, share, manage and forward all the useful information among the members of the staff.

Actually, the company has many itinerant representatives (each one covering more than 20 departments), one in Italy. Therefore, it was very important to find a tool that enables to centralize all the useful data for the daily work (prices, sample quotations, history and customers' data...). Another problem for this company was how to follow up in real time the work done on the field.

### Which functionalities were deployed by FP International ?

#### FP International has chosen INES.ContactManager, a solution to manage the customer relationship



#### A global overview of customers and prospects

INES.ContactManager is a referent on collaborative work. It enables to manage all the daily activity with a permanent access to the histories of customers and prospects relationship (received and sent e-mails, appointments, tasks, calls...).

INES.ContactManager includes a collaborative diary, an integrated mail, and also an internal newspaper. In relation to their bussiness activity, FP International users have the possibility to :

- Write a report after visiting a customer,
- Consult their own diary and those of the collaborators according to their right of access,
- Segment the customer database per typology in an evolutive way,
- Work at home or in mobility via an Internet connection.

#### FP International has also chosen INES.MarketingManager

#### Within the framework of its prospection, FP International has also deployed INES.MarketingManager, a complete solution to manage marketing campaigns.

- Planning the **actions to generate demand** such as telemarketing, telesales and e-mailing campaigns,
- **Segmentation and multi-criteria targeting** on the commercial and marketing database,
- Fast creation of campaigns' supports (customized e-mailings, scripting tool to draw up forms),
- **Automatic transfer** of salesforce tasks and actions to the company's teams,
- **Real-time and automatic update** of the marketing & business database,
- **Statistics and specific dashboards** follow-ups. Special to measure ROI.

### How was the start-up process ?

## A fast deployment for an operational team : just a few days !

### The process of recovering data

After recovering the existing FP International's information, **INES has imported all this information to the new FP International's database.**

### Operative in a few days

Such as server solutions, the **INES solutions in ASP are deployed in only a few days.** After sending the order, it was just necessary the time to import data and transmit the connection parameters to users. **That is to say about 4 days in the case of FP International.**

### Tailor's made training

INES is an intuitive and easy-to-use tool. Thus, it took the users of the application **only two days to get used** to INES, and just a half-training day for the account administrator.

## Which are the benefits obtained from the use of INES solutions ?

**The benefits obtained thanks to the INES solutions, according to Jean-Charles MOHENG - FP International's CEO :**

### Company's benefits

- Fast access to the information,
- Systematic formalization of the customer relationship,
- Organization of information: including organization for all the representatives,
- Easy transmission of qualified leads to representatives,
- Improvements on marketing actions thanks to an easy measure of ROI.

### Staff's benefits

- Save of time in the transmission of the information,
- The possibility to use the same database in another language (English) for the business representative placed in Milano,
- Data-sharing with the marketing department,
- A better business organization.

"The systematic formalization of the exchanges with our customers is the main benefit which we derive from the use of INES. We noticed a considerable gain of time in the access on our information, as well as in its organization. Due to its intuitive interface, INES was quickly adopted internally by our teams."

**Pierre VU - Sales and Marketing Manager**