

## Wintouch eCRM Case Study:

# Dietz & Watson

### *Wintouch eCRM helps deli meat wholesaler differentiate their unique brand*

Wintouch customer, Dietz & Watson has realized tremendous benefits since installing the iSeries customer relationship management software in October of 2003.

Dietz & Watson is a deli meat processor and purveyor based in Philadelphia, PA. Key to their success is a good presentation of their product, good customer service, and enthusiastic sales reps.

Meat can be seen as a commodity and Dietz & Watson does everything they can to differentiate their product from no-name meats and to help customers appreciate the difference in their brand. Wintouch eCRM helps "build the brand" with a built in web forms tool that Dietz & Watson sales reps use to review the quality of each presentation of the meat reseller's product.

How does it work? The sales rep answers a few questions on a PDA or web-connected cellular phone, using pull-down menus and pre-defined ratings about the quality of the presentation, cases that it is displayed in, helpfulness of staff, etc. These ratings are used to provide feedback to Dietz & Watson retailers, so they can remedy the problems that are uncovered.

Issues such as a dirty display case or an unfriendly staff member can hurt Dietz & Watson sales as well as the reputation and profits of the retailer. Everyone wins when problems are addressed and customers want to buy Dietz & Watson meats from high-quality retailers with bright, clean, friendly environments.

Customer service has improved at Dietz & Watson as well. Customer service and sales personnel have better access to customer information, such as the quantity of meat sold to the account, samples provided, and sales to date.

Sales people's calendars are accessible, so that if an account has a particular issue, managers can see that the rep will be at the account on Tuesday, for example, and assign the rep the task of addressing a particular concern that may be keeping both buyer and seller from earning more profit.

Other issues about customer contact, shipping, product questions, are now all in the same place, not in someone's head, on a notepad in a car, or on the back of a matchbook cover. They become a permanent entry, where management can see a history of staff and customer trying hard to improve, or sometimes being unwilling to grow. Either is good to know and had helped Dietz & Watson become the premier deli meat purveyor in the region.

Enthusiastic sales reps keep customers and prospects excited about dealing with Dietz & Watson and their products. Wintouch eCRM features that add to the staff's workplace satisfaction include an on-line expense reimbursement system and the "perk" of using the CRM tool for personal appointments such as a trip to the dentist or Johnny's first T-Ball game. The expense reimbursement tool allows Dietz & Watson employees to enter an expense item on their PDA or web-connected cellular phone, as the expense occurs!

This enables reimbursement for a gasoline charge or taking someone to lunch in their next paycheck, and with no paperwork to complete. For the employee, this means he or she can submit the expense item while they are waiting at a stoplight and avoid arriving home late from calls with more paperwork to do. It also gets them payment promptly with no forms to fill out, or paperwork to hand in.