

Smithers-Oasis Company went live with Oracle Sales Cloud implemented by Circular Edge

Customer Overview:

Smithers-Oasis Company, a global manufacturer and marketer of floral foam, floral accessories, postharvest products, and grower media headquartered in Kent, Ohio. The company is dedicated to advancing the art and science of floriculture through the development of innovative products. Their mission is to make their products the purchased choice in each and every floriculture market.

Purpose: The Company is intended to improve and enhance their sales performance by implementing CRM, However their previous implementation of SAP wasn't a great success. The team was concerned about another CRM system in place.

Issues & Pain points	Solution Offered	Key Outcome
<p>During the Kickoff meeting we've identified...</p> <ul style="list-style-type: none"> • There is no CRM system in use • Capturing Customer interactions and notes were challenging • Limited visibility to sales reps activities • Unclassified Customer data • Reporting capabilities • Integration with ERP system • Mobile usage • Email integration 	<p>Circular Edge expertise team understood the clients need and implemented Oracle Sales Cloud with</p> <ul style="list-style-type: none"> ➤ Customer Center ➤ Activity management ➤ Mobile application ➤ Outlook integration ➤ Dashboard for Sales Rep activity ➤ RIDC based data integration with JD Edwards ➤ Custom role for customer service team for data visibility 	<p>After 8 weeks, the company is having,</p> <ul style="list-style-type: none"> ✓ A dedicated CRM system for managing sales ✓ Well organized customer center to capture customer interactions and notes ✓ Activity center for sales rep to record tasks and appointments ✓ Dashboard for management to perceive and track the efforts made by each sales person with each customer. ✓ Access to data anytime access through Outlook & Mobile. ✓ Sales Order History data on Oracle Sales Cloud for user reference.

Benefits: Mobile application deployment simplified sales reps' interactions with customers and well-organized user activities. The activity dashboard helps executive management to keep track of all activities of sales person.