

# Case study



“ i-snapshot has taken away any misconceptions we had about our sales activity. ”

Norman Wemyss, Freetrade Sales and Business Development Director, 3663

**The industry:** Food Service

**The location:** Europe

**Number of field sales:** 200+

## The background:

3663 is one of the UK's leading foodservice companies, with sales of over £1 billion a year. With a number of accolades including making the Sunday Times' Top 20 Employer for 2007 and being a proud holder of the Royal Warrant as suppliers to the Royal Households for groceries and frozen foods, 3663 live up to their commitment to their employees and customers.

Supplying multi temperature, frozen, fresh and chilled foods, as well as non foods such as catering equipment, 3663 employs over 6,000 employees across 39 depots across the UK.

## The enquiry:

Prior to implementing i-snapshot, 3663 were in the process of harmonising two sales forces, who were working to different practices and processes. Their sales teams recorded sales activity on paper based forms, and posted the data to head office, to be collated and analysed by their data analysts in order to measure KPIs.

Norman Wemyss from 3663 explains the move to i-snapshot. "We identified that the current system needed to be improved, as we had two sales teams reporting slightly differently. We also found that it was difficult to distinguish lead generation from telesales efforts from the data generated." Norman came across i-snapshot via a colleague, and recognised immediately that there wouldn't be a need for any capital expenditure. "As there wasn't a need to invest in laptops and PDA's, I thought i-snapshot looked like an attractive solution. Our organisation had just invested £25 million on an unrelated IT investment, so it wasn't practical to start the ball rolling with another major capex project!

He goes on to say, "I also didn't want our team to be bogged down with further administration. I wanted to invest in a solution which would make our lives easier."

## The success:

After meeting with i-snapshot's account director in June 2008, Norman decided that the tool was exactly what they needed. "I felt that the solution i-snapshot offered would aid in the consolidation of the two work forces, there wasn't a need to purchase any laptops or PDAs, the simplicity of recording activity by text was ideal as our teams had varying degrees of IT literacy, and the speed of access to the activity reports generated was a real bonus.

"I asked if it could be installed before our new financial year which was 1<sup>st</sup> July, so the timeframe was a bit tight. However, I was assured that it would only take 20 days to go live and as promised it was launched in time for the new financial year. I'd seen that i-snapshot was used in other sectors such as building materials, and wondered how this would be relevant to a food services company. But the tool is configured, prior to implementation, to meet your organisation's requirements."

Norman explains, "The simplicity of recording sales activity via SMS means that the team is using it as they should. The reports which are generated are proving to be extremely valuable as well as accurate. We found early on that activity rates were not what we thought they were. This has now increased as we are using i-snapshot as a positive motivational tool to help spot underperformance and then guide the individual in the right direction."

He goes on to say "But we don't just use it to measure productivity; the system supports our strategy in who we target and with which product category. As well as the detailed data for day to day management, i-snapshot also provides a well-rounded, high level report for our board."



**i-snapshot**

Driving Sales Performance

+ 44 (0) 1642 208 999

[i-snapshot.com](http://i-snapshot.com)