HOW TO INCREASE SALES AND IMPROVE THE QUALITY OF THE CLIENT DATABASE

CASE STUDY

Stella Pack is one of the largest European manufacturers of packaging, garbage bags, and non-chemical cleaning and hygiene products. It has 6 production plants in Poland and Ukraine. The company operates with a focus on environmental care, organizing its production in a closed loop and using recycled material.

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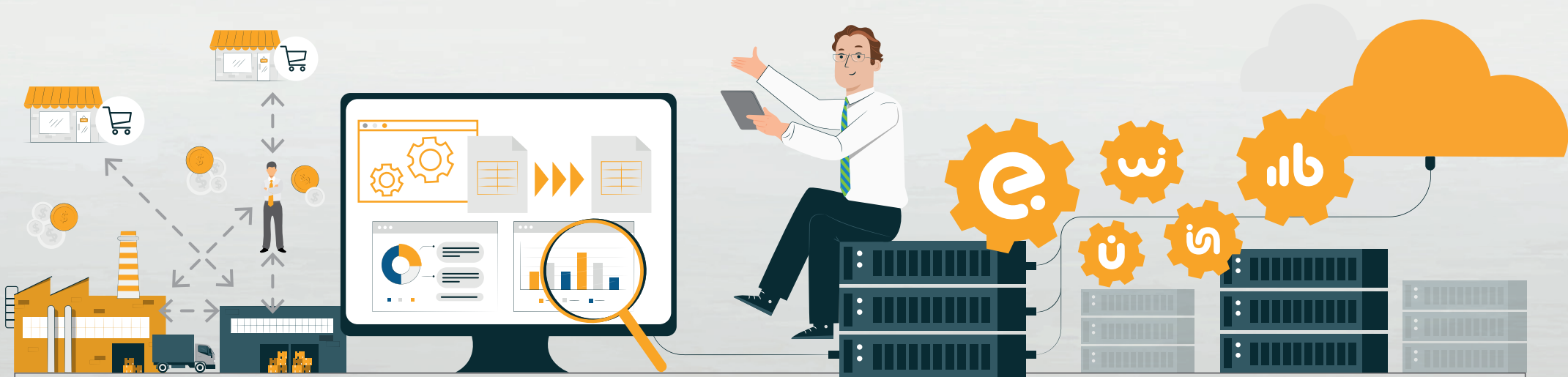
Challenges faced by Stella Pack included:

• **Lack of data on product resale**, leading to settling with representatives or distributors based on order data that do not reflect actual sales (not including returns, non-fulfillment, etc.),

• **Incomplete knowledge about the potential of clients**, resulting in an inability to tailor sales activities to the client's potential,

• **A low-quality client database**, containing duplicates — the same client was entered multiple times by different employees. As a result, the database was excessively expanded, often with worthless, outdated entries. This made it complicated to manage and, most importantly, difficult to

• Due to the **limited development capabilities of the existing sales support system**, the client approached us seeking a more effective solution. The main challenges faced by the manufacturer were:

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Solution – Emigo, Integra, Winpoint Database, Sales Identification Service, and Biqsens Analytics

Stella Pack decided that the solution they were looking for was Emigo, especially in the areas of Integra services and Sales Identification Services. What did the client gain from the applied configuration of services and functionalities?

1

The possibility of automatic orders exchange between Emigo and distributor ERP systems, providing real-time access to inventory and order fulfillment status.

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2

Access to data on all sales of their products (actual, invoice-confirmed sales), even those executed by wholesalers directly to stores, allowing for:

• Accurate settlement with representatives and distributors, knowing which stores order products from wholesalers,

• Easier verification of their potential and reaching new potential clients.

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3 Access to a database of address and geolocation data of retailers from both traditional and modern channels. The database is continuously updated, verified, and deduplicated, enabling the identification of new clients and facilitating their categorization and region creation.

4 A sales support system that automates the daily tasks of the sales team, handles orders under even the most complex promotional conditions, and allows the creation of virtually any tasks and complex processes. For example, promotional campaigns (both centrally and locally planned), including budget planning and settlement.

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Implementation Results

After 2 years of implementation, not only did the quality of Stella Pack's client database improve, but sales also increased. The initial resistance of representatives to the new solution quickly disappeared as they experienced the speed and intuitiveness of the Emigo system.

During the implementation, Sagra corrected the client database of Stella Pack, reducing it by 16.5% by eliminating duplicate records. The utilization of Emigo's capabilities and the increase in the number of representatives led to an increase in clients, expanding the database by 22.3%.

Support for sales teams and automation of their work through the Emigo and Integra systems, more effective sales management, reaching new clients through the Sales Identification Service, and easier data analysis with Biqsens helped achieve a 21% sales growth over 2 years.
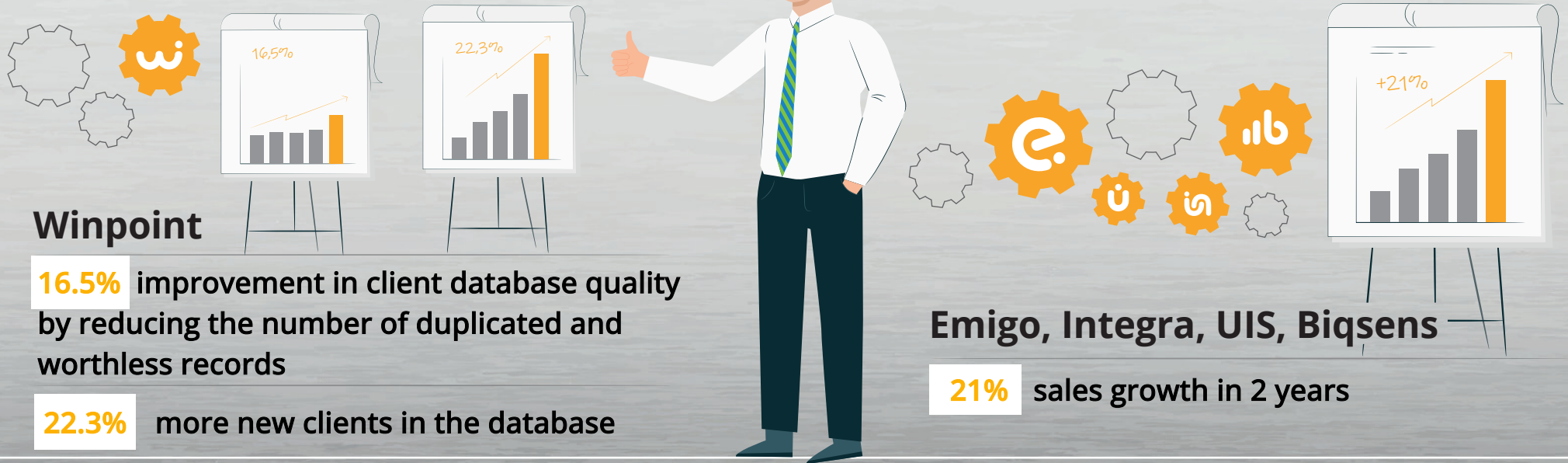
Winpoint

16.5% improvement in client database quality by reducing the number of duplicated and worthless records

22.3% more new clients in the database

Emigo, Integra, UIS, Biqsens

21% sales growth in 2 years

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Implementation Results

"*„Thanks to services like Integra and UIS, we have access to complete data on the sales volume of our products. We were surprised by the number of previously unknown potential stores. Our representatives had the opportunity to increase sales, and the company gained a few percentage points in shelf share. Today, representatives cannot imagine fulfilling orders without access to inventory levels before placing an order. This has significantly sped up the supply chain. We have simplified order placement, gained time, and improved the efficiency of fulfilling our clients' orders.*"

Jarosław Jankowski
Commercial & Supply Chain Forecasting Specialist,
Stella Pack

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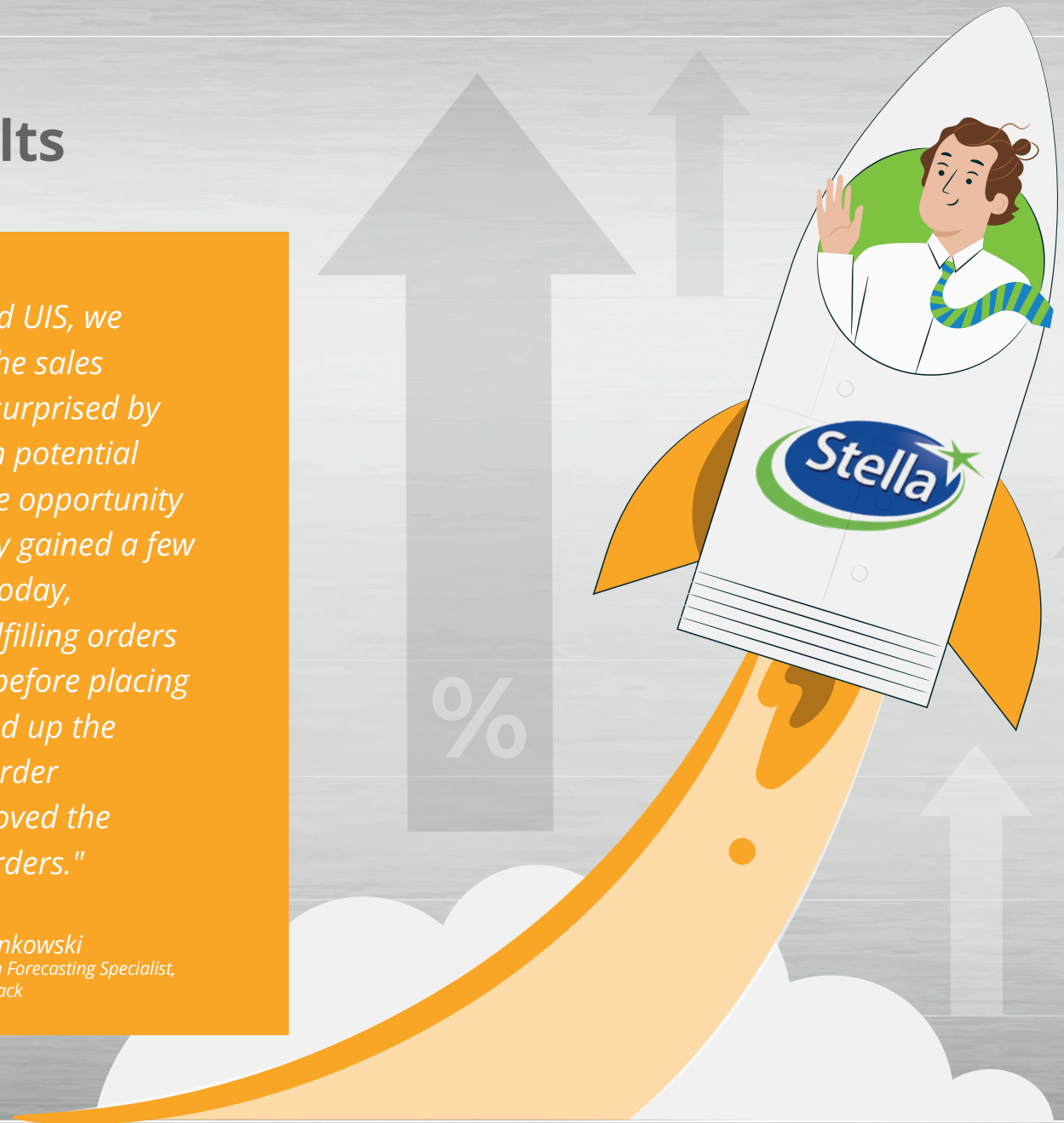
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