

Case Study

Unilever Foods

Solution for Unilever Salesforce

O₂

The Challenge

Employing over 243,000 worldwide, the Unilever product portfolio includes food, home and personal care products.

Within Ireland, Unilever Foods sell their products to a number of well known retailers. Unilever have a team of Business Developers whose main function is to manage the relationship with the retailers. Every day the Business Developers visit a set number of shops and audit the shops in terms of key targets e.g. range of stock, stock levels on each brand and the display and presentation of Unilever products within the shop.

Unilever wanted to introduce a more efficient way to gather this critical sales information and improved reporting to allow management to quickly react to changes in the shop.

The Solution

Unilever Foods chose O₂ and Dataconversion Direct to provide an innovative service – MFacts. MFacts is a wireless application which using the O₂ data network, allows sales teams to capture information on a standard mobile phone or a Blackberry Device.

Within two weeks of implementation, the Unilever sales team were gathering large quantities of information about their customers from every visit using their mobile phone. The MFacts solution also automatically transfers the information live to web reports. These reports are customised for Unilever and critical sales information is made available to the key decision makers.

[The new solution has dramatically improved information capture and allows immediate reaction to any changes in the market.](#)

[About our Partner – Dataconversion Direct](#)

With over forty staff, Dataconversion Direct have thirty four years experience in providing innovative solutions to the Financial, FMCG, Entertainment, Charity, Travel and Retail sector. Services include group messaging for organisations from mobile or web, marketing text campaigns, text ticketing, vouchers and coupons, and MFacts, a field based application for sending and receiving information wirelessly.

For more information on Business Solutions from O₂, contact our Business Team on 1800 200016

“ This new solution from O₂ and Dataconversion Direct has dramatically improved information capture and allows immediate reaction to any changes in the market.

What gets measured gets actioned - hence its crucial for us to have fast access to information from the shop floor so that we can react accordingly.”

John Leahy - Convenience Sales Manager, Unilever Foods.

