

A bright idea for promotional company

Bright Sparks Limited specialises in corporate promotional merchandise. They help companies market themselves through the sourcing and branding of promotional products. Bright Sparks is one of New Zealand's largest sellers of promotional goods nationwide.

Having such a large collection of products, catalogues, price lists and a customer database to look after is a major administrative task. Bright Sparks' director Derek Manning says that documents such as quotes, product orders, sales contracts and product proofs were not standardised across the company and required significant manual input to create. "We were looking to reduce the amount of time our sales staff spent on processing orders; we wanted them out selling".

Hard copy documents were used as the core source of information. Not only was this expensive, it also took up a huge amount of space and finding and retrieving information was complicated. The approach was really hampering the effectiveness of what they could achieve and do.

"If I wanted to work from home or be on the road I had to take a laptop home and about two big bags full of price books and catalogues" says Derek. So instead of being a mobile and agile sales force, they were literally weighed down by the sheer volume of products they offered.

Greater visibility

The company undertook a major review of their business processes and approached iviis™ to increase collaboration and help make doing business easier for everyone in the company.

"iviis™ has made our business transparent. Smart ideas, good deals and best practice are available for everyone to see and share. Internal collaboration has improved sales efficiency and business performance is clear for all to see. They have changed and improved the way we do business"

Based on Bright Sparks' existing CRM system, iviis™ developed a customised viisConnect system that was rolled out to each of the company's three offices. Enhanced functionality ensured the system aligned with the company's existing business processes.



Business Issues

Inefficient processes, no electronic or automated centralised system and staff effectiveness limited by large amount of uncategorised information (price books and catalogues).

Solution

A viisConnect system that holds all their products, orders, customer database and artwork.

Outcome

Enhanced sales process, huge reduction in paper usage, significantly reduced operating costs, better visibility of all business transactions and improved company IP protection.

The solution included a stock record and inventory system which is now the primary quoting tool used throughout the organisation; CRM functionality; standardised quotations; purchase order processing and inventory management.

Now, when a new product line is introduced, the information is uploaded to viisConnect and viewed by all staff across the company. This new information can also be automatically uploaded to their website directly from viisConnect, making the company's website a more flexible and useful business tool. "We can now do everything a lot quicker – I can get information out to our reps across the country a lot quicker than before and it means products are available online straightaway for customers to order", says Derek.

viisConnect has given them better transparency of company operations. "By using the system to monitor upcoming or inprogress orders, we now have a better idea of our cash flow. viisConnect gives us more control over our profit margins and we can ensure everyone is selling items with appropriate mark-ups".

Paper use at Bright Sparks has decreased so much that they have done away completely with their old paper filing systems and due to stock and pricing records being standardised, Bright Sparks now only need to print one product catalogue per year.

The company's quoting process has also been dramatically improved and repeat orders are simple, as all information relating to an order is available online through viisConnect. "Anyone can pick up a customer and see exactly what they have previously purchased and when, what their shipping preferences are and what they have paid for items in the past. If a customer calls in two years' time and wants a repeat order of pens, it's just a one-click job to check the price and availability before placing the order".

Bright Sparks' viisConnect system includes a detailed search function that allows staff to search specific items for a customer. "We get requests from customers for every type of product imaginable – it's great to just bang this information into viisConnect for it to search if the product is available," says Derek.

Transforming the way they do business

Derek says that the system has "revolutionised the way we work" and proved invaluable after the Christchurch February Earthquake. "We were located in Cashel Street. So if we had been operating off the old system we wouldn't have been able to get in and work".

Luckily all staff members were all okay and were able to work from home within the next few days following the quake. The Auckland team were immediately able to jump on board and take over and see where they were at with their orders and quotes. "We just switched everything over to Auckland and started working on their orders and clients straight away."

Bright Sparks are very pleased with their viisConnect system and





appreciate the local service and support they receive from iviis™. “The good thing about viisConnect is that it is a constantly evolving system. Any new features or functionality that we come up with are simply lodged with iviis™ for them to add. We’ll just keep making our system better and better”, says Derek.

“Our business model is shifting from an office based environment to that of independently mobile sales people spread throughout the country. We can now consider having sales representation in places we would never have considered opening an office. iviis™ allows our sales people to generate business independent of the office”.

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iviis™ provide software solutions that help organisations know their business, now. For the manufacturing sector, the iviis™ supply chain management solution enables them to collaborate more effectively across their supply chain, helping increase efficiency, reduce costs and improve customer outcomes.

To arrange a consultation with one of our experts, visit www.iviis.com