



# Nestlé Malaysia enhances customer service and sales performance with Motorola and Newspaper mobility solution



"The Motorola Sales Force Automation system has replaced Nestlé Malaysia's manual order taking procedures, which helped us transform the sales force, tremendously increasing efficiency and putting us on the road to achieving our vision of FLAWLESS EXECUTION."

- Ganesan A., Sales Director, Nestlé (Malaysia)



## Company Overview

Headquartered in Vevey, Switzerland, Nestlé employs over 250,000 people in more than 500 factories and offices in 80 countries around the world, making it the world's largest food company.

Its mission, to bring the best and most relevant products to people, wherever they are, whatever their needs and throughout their lives, is the driving factor behind Nestlé's ongoing goal to grow through innovation and constantly reinventing itself. At the country level, Nestlé is committed to adapting to local needs, while supporting global product lines. With this commitment, long term potential is never sacrificed for short term gains.



## The Challenge: Manual inventory management process and insufficient information

Nestlé sells an extensive range of grocery products through its own sales force, and distributors' sales forces. In their daily visit to the customers, the sales teams are expected to perform a number of different activities such as market surveys, asset tracking and merchandiser audits to gather customer and market intelligence. However, most activities have traditionally been carried out manually using pen and paper. This resulted in lost time and was prone to data entry errors. Manual processes also often lacked checking mechanisms. As a result, the accuracy of secondary sales data has always been a key concern.

Another challenge was with the way information was managed. When a sales person was on site with a customer, he or she often lacked the necessary information on hand to respond to basic questions such as stock availability, product information, order status or current pricing. What they needed was a tool to sell the right product range at the right outlet, in the right channel and with right promotional activity.

"To enable us to scale our operations efficiently and cost-effectively, we needed to look for new technology and solutions that would increase productivity many-fold, without necessarily increasing cost," said Patrick Goh, Sales Project Manager, Nestlé (Malaysia)

## Customer Profile



**Company**  
Nestlé Malaysia

**Location**  
Malaysia

**Industry**  
Food & Beverage

**Products**  
Motorola PPT8800,  
PPT8866 and MC50

**Partner**  
Newspage

