

The logo for 'buzz' is written in a lowercase, rounded, orange font.

CASE STUDY

Hytek brings digital efficiencies to field sales work

Delivering on national contracts

The Hytek logo features a white capital letter 'H' inside a red circle, with the word 'Hytek' in a white, sans-serif font below it.

Retail supply chain management, specialising in market penetration and expansion

Channels include consumer electrical goods, medical products, and personal protective equipment (PPE)

Provide supply chain distribution including sales, merchandising and product training

www.hytek.com.au

Hytek was established in 1987 to provide major electrical brands with retail sales distribution in the Western Australia market, an alternative to the expense of setting up a direct presence. With so many new market factors placing pressure on traditional sales execution the issue is no longer just a localised problem – sales productivity is a requirement everywhere. Led by client demand to repeat Hytek's sales profitability success in W.A., Hytek was expanding its operations to a national coverage model.

Business challenge

“The key value we bring to our brand clients is being able to spend more time interacting with their customers – training them, influencing them, addressing their challenges. But we also need

the time to make sure that we provide effective reporting and measurement, so that our brands can see what's going on just as they would with a direct sales team. Resolving this time challenge is key but not easy.”

“We see our competitors in store, spending 1.5 to 2 hours completing long CRM visit reports! With Buzzy we get to spend that time on more quality interactions which provide tangible outcomes and benefits.”

Les McCarthy - Owner, Hytek

Hytek spend time training and influencing the customers of their clients. They train them in the products so that they can understand key features and differentiators. Making sure those products stay front-of-mind with the retail store staff is where success lies.

At the same time Hytek's leadership team need to make sure their people have what they need to be successful – that they are executing on a repeatable and efficient process to achieve revenue and profitability KPIs.

Whilst Hytek's brand clients have developed trust in Hytek's team, they do have their own reporting and measurement requirements. Waiting for quarterly or monthly information is often not good enough.

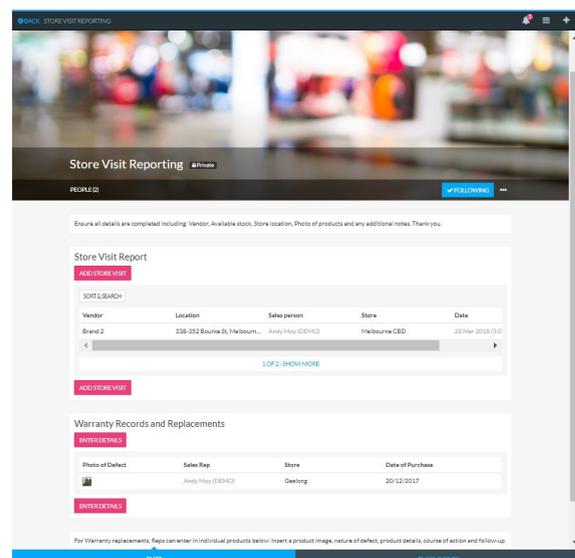
Hytek was looking for a flexible field reporting tool that would work nationally, and provide up-to-minute information even in remote locations.

Competitors report back verbally or use data oriented CRM systems but both options were unacceptable – one from the lack of actionable insight and the other because they were seen to be time consuming to administer. They also suffer from a lack of accessibility back to the brands they represent.

Solution

A new Hytek employee recommended Buzzy. He had been using it at a different organisation doing similar things and thought it would solve the key requirements of mobile workers that needed to stay in touch whilst minimising their reporting overheads.

With a new national contract, getting into production quickly was important. The



Buzzy template for field sales reporting was used as a starting point. Utilising the cloud version and without the need to write any code, the template solution went through a few rapid iterations before being deployed in just a few days.

Buzzy gives each of the remote employees an App which they use on their smartphones or tablets. Whilst on site they can quickly record key information like whether they discussed sales achievement against sales target, how many team members were trained, what the key outcomes were. The Buzzy app also takes advantage of the device too – it records their location, the date/time, and team members can even take pictures and upload them for visual merchandising.

“I wanted something simple that didn’t get in the way, and that’s what I got.”

Noel Gericevich - Head of Sales, Hytek

A key part of the solution is the recording of any issues that are preventing that store from selling more. Back at head office, this information is monitored and actioned from their browser based Buzzy, or even when the management team are mobile or out of hours.

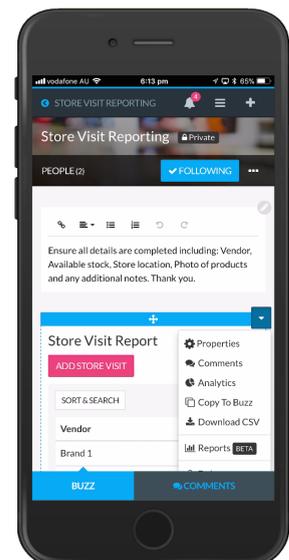
Since Hytek’s brand clients are also users of the solution they also get to see everything that is happening and can action it too – ultimately leading to fast resolution of sales prevention issues.

Benefits

The solution is the engine that drives key distribution processes. In the early days benefits were about the time to value – taking just a few weeks from reviewing the solution to becoming operational nationwide. Having now notched up thousands of sales training reports, both supplier and retail client are blown away by the accuracy and transparency. The Buzzy solution is proving to be a key part of Hytek’s success with sales productivity.

Hytek’s leadership is happy because their team is spending more time interacting with their client’s customers - product training and building relationships.

Hytek’s clients are pleased because Buzzy is giving them day-to-day visibility towards greater revenue and profitability. In turn, Hytek now know this solution will be a key differentiator as they tender for new national sales distribution contracts.



“Our company is built on values of Integrity, Honesty and Transparency. Buzzy gives us the real-time information we need for day-to-day operations, but we also make that available to our clients too. They see what we see and I know they love it.”

Les McCarthy - Owner, *HYTEK*

FOR MORE INFORMATION VISIT US ONLINE

WWW.BUZZY.BUZZ