

Excellence

Client Success Story

Excellence Excels in Efficiency with SalesRep App by Experlogix Digital Commerce

Leading Food and Catering distributor, Excellence, saves up to 2000 staff hours a year by implementing the SalesRep app from Experlogix Digital Commerce.

Increased Efficiency and Sales Success

The Experlogix Digital Commerce SalesRep App has transformed Excellence's sales performance by enhancing and speeding up the ordering process. Sales reps now use a mobile device to access product catalogues, create orders, generate quotes and negotiate price, on the go, online and offline.

Catalogue Management: The Experlogix Digital Commerce SalesRep App allows direct product catalogue sync.

Smoother Operation: Improve customer experience and reduce manual processing times.

PRODUCTS AND SERVICES

Brightpearl by Sage and Experlogix Digital Commerce SalesRep

BENEFITS

- **Faster Order Processing:** Orders can now be placed digitally by the customer.
- **Increased Sales Orders:** Online & offline access to complete the product catalogue
- **Lowered Admin Costs:** Less time spent on the phone and re-keying orders
- **Better Customer Experience:** Face-to-face order processing and price negotiation

COUNTRY

Ireland

The Background

Excellence Limited has been involved in food catering, distribution and the hospitality sector in Ireland for over 40 years.

During this time they have built their business offering, their quality of choice and the value of the brands that they supply.

Excellence Limited are stockists of market-leading brands such as Schwartz, Bicks, Noëls, and their own-brand offering, Newforge. Their continued emphasis on customer-focus means they continuously invest in their operations to ensure they maintain their high standards and customer service levels.

The Challenge They Faced

Excellence has a team of sales reps out on the road visiting customers and taking orders. The reps had to take orders manually and then phone or email the orders back to the office. The in-office staff then had to input each order into the customer account in Sage 200, their ERP.

With approximately 500 orders worth around €900,000 a month being processed into Sage 200 manually, this method of capturing and processing orders was using well in excess of 150 hours of staff time each month. The process was clearly very inefficient, time consuming and naturally led to errors.

Reps also needed access to product catalogues and live information such as stock levels, customer account details and pricing. Excellence approached Envisage Cloud, their trusted Sage 200 partner, to help them find a digital ordering solution that would both streamline this process and also work with their existing Sage 200 system.




The Solution They Needed

Envisage put Excellence in touch with their digital partner Experlogix Digital Commerce. They knew the Experlogix Digital Commerce Digital Platform for Sage 200 could offer the right solution to drive efficiency. It would also give their reps the real-time information they needed for success. Aphix implemented the SalesRep App for Excellence's 15 reps out on the road, which fully integrates with Sage 200 and offers the functionality and efficiency they need as standard.

They now have access to live customer information like credit limits, recent orders, order history and customer specific pricing. They can check product stock levels and have access to a digital product catalogue. They now place orders via the app and these orders go straight to Sage 200.


Launching the SalesRep App and being connected to the Experlogix Digital Commerce Digital Platform has transformed how Excellence Distribution now does business and utilises their time. With approximately €10 Million in orders now going directly from the app into Sage 200, Excellence have saved almost 2000 hours a year in manual processing time. That is the equivalent of a full working week for 50 people!

The Experlogix Digital Commerce Digital Platform's tight integration with Sage 200 ensures Excellence generate the maximum value from their investment in both Sage 200 and their digital ordering tools.



Want to learn more?
Speak with one of our experts.

Get Started



“Our overall experience with Experlogix Digital Commerce Software has been very positive. The easy-to-use SalesRep app is used by 15 of our employees out on the road. It lets them place orders directly, which means less time on the phone for our admin staff and more value added to other areas of the business.”

- Aidan Killen
Office Manager

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