PEPPERI

Kimberly-Clark increases sales team productivity and improves order-to-cash process with Pepperi

Company	Industry	Geography
Kimberly-Clark	**Personal Care Products | Healthcare**	**EMEA**

Kimberly-Clark implemented Pepperi as part of their digital transformation to turn field sales teams into professional business partners & improve management visibility into the order-to-cash process.

Kimberly-Clark

Overview

Kimberly-Clark leads the world in essentials for a better life, with well-known brands which are sold in over 175 countries and used by a quarter of the world's population. Throughout its 148 years, the company has continued to innovate with products that better meet the needs of consumers, creating new categories with brands like Kleenex®, and redefining others with brands such as Huggies® and U by Kotex®.

Challenges

As part of their digital transformation & standardization project, Kimberly-Clark Israel were looking to empower their field sales teams and turn them into the customers' business partners by addressing the following challenges:

- **Remote Working** – data must be readily accessible to field sales teams, especially when customer-facing.
- **Work Offline** - the salesperson must be able to place new orders, even when offline. A reliable system that is always available was crucial.
- **Advanced technology** – the company was looking for a flexible tool that could support their Distribution, Pricing, Shelving and Merchandising (DPSM) process and connect to their SAP ERP system.
- **Unique sales requirements** – for each customer profile (medium and large chains / independent stores / medical institutions, etc.), with different business processes and functionalities.
- **Sales insights** – The company was looking for ways to present relevant business insights and KPIs to both management & field-staff on the go.

> "Pepperi's enterprise-grade cloud platform was chosen as part of a global transformation and standardization project. It met all security and performance requirements for the Israel pilot."
>
> ———
> Rajeev Kapur, VP Commercial Transformation, Kimberly-Clark Global

> "Pepperi's flexible back office assures that complex business processes are easily configurable, to address both online and offline requirements."
>
> ———
> Ayelet Landsberg, Business Project Manager, Kimberly-Clark Israel

The Solution

Kimberly-Clark chose Pepperi to support the following functionalities:

- **Online/Offline** - Information is always available & accessible to sales reps in the field, including order taking & on-the-go insights about clients.

- **Flexibility & Agility** - Pepperi's configurable back office easily addresses the dynamic business processes of the Distribution, Pricing, Shelving and Merchandising per customer profile of Kimberly-Clark Israel. Pepperi's Customer Success team were able to understand the customer needs and configure the system to address the specific requirements of each profile.

- **Enterprise Cloud technology** - Pepperi met all scalability, security and performance requirements set by the global IT department.

Results & Benefits

After a quick implementation and smooth integration with the company's ERP and finance systems, 100 sales team members use Pepperi to work both on-and-offline.

Management and field reps are now able to make data-informed decisions using a variety of dashboards to view KPIs, orders in transition, sales trends per chain, category and customer.

> "Pepperi enables the sales division to identify potential opportunities with each customer and at each point of sale. It creates value among our customers and ensures continued growth for our company.
>
> This resulted in a 10% saving in customer location visits, a 10% increase in the number of instore orders created, and a 6.4% shelf availability increase of "must-have items".
>
> Pepperi' equips the sales team with data and insights about their customers, resulting in a significant reduction in back-office support calls."

Inbal Herson, Director Commercial and Sales, Kimberly-Clark Israel

Significant results included:

-10% SAVING IN CUSTOMER LOCATION VISITS

↓% SIGNIFICANT REDUCTION IN BACK-OFFICE SUPPORT CALLS

+6.4% SHELF-AVAILABILITY FOR 'MUST-HAVE' ITEMS

+10% INCREASE IN THE NUMBER OF INSTORE ORDERS CREATED

> "Pepperi's team was able to understand the needs of our agile environment and allowed us to go live in a short period of time without compromising on the implementation results. Pepperi's flexible platform seamlessly integrated with any technology we needed."

Daniel Braun, Head of IS, Kimberly-Clark Israel

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