

Smithers-Oasis - Advancing Innovation with the Oracle Sales Cloud



Industry:

Consumer Goods

Annual Revenue:

\$10-\$20M

Employees:

201-500

Software Footprint:

JD Edwards EnterpriseOne

Smithers-Oasis Company is a global manufacturer and marketer of floral foam, floral accessories, postharvest products, and grower media headquartered in Kent, Ohio. The company is dedicated to advancing the art and science of floriculture through the development of innovative products. Their mission is to make their products the purchased choice in each and every floriculture market.

Smithers-Oasis wanted to improve their sales performance by implementing CRM, but was concerned, as their previous implementation with SAP wasn't a great success.

Challenges

- With no CRM system in use, capturing customer interactions & notes was challenging
- Limited visibility to sales reps activities, and no access or control of customer data
- No reporting capabilities
- Lacks integration with ERP system
- No email integration or mobile access

Solution - Addressing these needs, Circular Edge implemented Oracle Sales Cloud with:

- Customer Center
- Activity management
- Mobile application
- Outlook integration
- Dashboard for Sales Rep activity
- RIDC based data integration with JD Edwards
- Custom role for customer service team for data visibility

Outcome - After just eight weeks, Smithers-Oasis has;

- A dedicated CRM system for managing sales
- Well organized customer center to **capture customer interactions and notes**
- Activity center for sales rep to record tasks and appointments
- Access to data anytime access through **Outlook & mobile**.
- Sales Order History data on Oracle Sales Cloud for user reference.
- **Mobile application deployment** simplified sales reps' interactions with customers and well-organized user activities.
- **Activity dashboard** helps management track the activities of sales person with each customer.