Showpad helps Vacature achieve a 100% paperless sales process

About Vacature

Vacature — which is Dutch for "vacancy" — is a leading Belgian-based website that provides expert-created career advice and over 10,000 job postings to more than 1 million visitors per month. The company also publishes a weekly magazine.
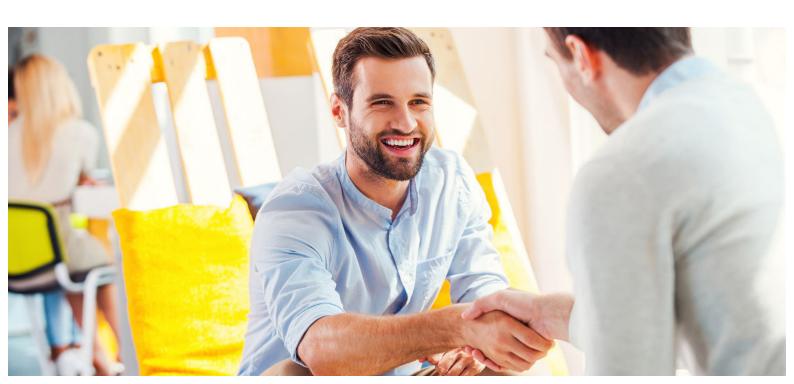
Vacature

About Vacature
- **HQ** Lokeren, BE
- **Founded** 1996
- **Industry** Media Production
- **Employees** 51–200

Challenges

In 2013, Vacature switched its publishing platform from print-based to digital-based. As part of this transition, the company had to overcome several key challenges including:

- Sales reps could not easily or effectively send digital presentations and slide decks to customers.
- There was an excess of paper-based content in the environment, and the company needed to achieve a 100% paperless sales process.
- To access needed content and data, sales reps had to work from the office vs. engage customers personally.
- There was no centralized system to collect, organize and manage content.
- Interaction and collaboration between sales teams and marketing teams was inefficient.

Solution: Showpad

Vacature selected Showpad to empower sales and marketing teams, connect more closely with customers, and move the organization forward. Key advantages that the company realized rapidly after implementation, and continues to enjoy today, include:

- All of the content that sales reps need when visiting customers is available on their tablet, and can be accessed offline when Wi-Fi is unavailable, or if sales reps do not want to use customer Wi-Fi.
- All sales support material is uploaded to Showpad's secure, organized and centralized cloud-based repository.
- Sales reps are spending less time on administration, creating follow-up emails and delivering documents — they are doing everything efficiently and conveniently from their tablet wherever they are.
- Sales reps confidently know that they are always accessing the latest, approved content vs. dealing with version control hassles.

- Sales reps are enthusiastic about Showpad's user-friendliness and the simple and no-fuss content management system — the adoption rate is 100%.
- Sales reps and managers are accessing reliable, real-time analytics on content usage and customer engagement.
- Sales and marketing teams are better aligned, with the latter taking ownership of content uploading, user management and version/update notifications.
- Marketing teams are more efficiently collecting feedback and lead information from the field, and using this data to create better content in less time.
- Customers are very impressed with the interactive presentations and slideshows. As a result, sales reps are implementing a more customer-focused consultative sales process.
- The company's leadership sees Showpad as a key part of its brand identity as a leading digital communication channel.

RESULTS

In addition to the above-noted advantages and benefits, Showpad has helped Vacature achieve quantitative gains including:

- The sales process is now 100% paperless
- Each sales rep is saving an average of 1 hour/week
- Each marketing team member is saving an average of 3 hours/week

"Our sales materials are now neatly organized, and it only takes one click for our sales reps to launch or send the ideal presentation."

Dries Mahieu
Vacature's Marketing Manager