



Viessmann improves field sales and technical support productivity with Showpad

The Viessmann Group is one of the world's leading manufacturers of heating, industrial and refrigeration systems. Founded in 1917, the family business maintains 22 manufacturing plants and over 100 sales offices worldwide. Viessmann's Italian division has 11 local offices and approximately 250 employees. This includes many field sales and technical representatives, who meet with existing clients and potential customers on a daily basis.

About Viessmann

- **HQ** Allendorf, Germany
- **Founded** 1917
- **Industry** Building supplies
- **Employees** 11,000

Sorting through outdated material

Given its broad range of products, Viessmann's sales and technical teams used to visit customers carrying a notebook and a pile of printed sales material.

"It was technically possible to access the electronic version of the documents," said Federico Cinquetti, Sales Enablement Manager at Viessmann, "but it was a slow process that required connecting to the online portal, authenticating as a user, and downloading the required files. The existing process wasn't easy or efficient."



"With Showpad, we are giving our sales and technical teams more time to spend with their customers."

Federico Cinquetti
Sales Enablement Manager, Viessmann



Looking for the right solution

Viessmann Italia was looking for a solution to equip their field sales team with an intuitive mobile platform. This tied into a larger corporate initiative to introduce new tools and technologies in order to improve the company's sales workflow.

One of Viessmann Italia's main requirements was to give its salespeople easy access to materials created by its technical and marketing organizations, such as technical specifications, brochures and commercial information.

- Synchronizing of sales collateral: Viessmann's products were constantly changing, so it was crucial that the company's sales team always had access to the latest approved content.
- Enabling the field teams to work offline: Viessmann's sales team needed offline access to content so they could be confident that meetings could take place under any circumstance, even on construction sites where there was no internet connection.

Getting started with Showpad

Viessmann implemented Showpad in just a few days.

"After a brief test period, we decided to launch Showpad to our field sales and technical support departments," says Federico. "The majority our documentation was already in PDF format, so it could be easily uploaded to Showpad. Next to that we were able to integrate a quick link to some of our web-based utilities as well."

Viessmann Italia also found Showpad to be an ideal tool to improve communication between its field teams and other departments, since the platform is an easy way to distribute the latest and most relevant company information.



GOALS

- Provide sales and technical teams with a mobile solution
- Ensure users always have access to content, whether online or offline
- Get insight into content usage and product interest



RESULTS

- Fast implementation and high adoption
- Easy access to most relevant and up-to-date material ensures more and better customer visits
- Direct ROI and valuable content insights for marketing

The Showpad advantage

After implementing Showpad, and training its sales teams, Viessman saw the following results:

- Less time wasted on administration, allowing the salespeople to spend more time with customers.
- Guided sales and technical teams towards more efficient customer visits .
- Achieved an elevated adoption rate of 93%.
- Ensured reliable access to the most relevant and up-to-date content, both online and offline.
- Empowered marketing team with actionable insights in content usage.
- Direct ROI: decreased printing costs paid for the solution.

