



Synthomer Aligns Sales & Marketing,
while reducing the environmental impact
of printed material

CASE STUDY



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| Ying Ho Lee - Marketing Manager, SBU Functional Solutions



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Synthomer is a chemical company that supports leadership positions in many market segments, including coatings, construction, adhesives, textiles, paper and synthetic latex gloves. Whether you're painting your house, retiling your bathroom, receiving a package from your recent online purchase or simply driving your car, you may be using a product that has been improved by Synthomer's scientists.

CHALLENGES

Having almost doubled in size over the past 5 years, Synthomer, one of the top five polymer dispersions manufacturers in the world, faced a very critical challenge with keeping field sales, technical service and marketing teams aligned and updated.

Synthomer's sales & technical service managers used to meet their clients out in the field equipped with laptops, BlackBerry phones and printed collateral, such as brochures and product selectors. Frequently, team members discovered that they were using different versions of presentations, promotional material, white papers, or other marketing materials. This would lead to great frustration and confusion among the team, as well as the customers. With the volume of information growing, due to frequent new product launches and information updates, the effort to maintain downloads and data housekeeping was time consuming, inefficient and prone to failure.

Sales reps needed to constantly check back with the Technical Service and Marketing team to see if the material they were using was the latest. Then the Marketing team would have to double check with the Technical Service team and ensure the information they had was indeed up-to-date. Once confirmed, the updated content would be re-printed and re-distributed to the sales team to share with customers.

“*[Our old] process was not only time consuming and inefficient, it was also hard to keep track of what new updates had been communicated and if all sales reps had started to use the new information.*”

About

- www.synthomer.com
- Chemical Industry

Goals

- To align field sales, technical services and the marketing team
- Easily manage and deliver up-to-date content to the sales team in a timely manner
- Unify messaging and content on a global level

Approach

- Sales enablement strategy to centralize all content needed for every sales conversation
- Tracking and reports on content usage

Results

- Organized content that is efficiently and effectively distributed.
- Printed cost reduced to zero (100% elimination)
- 10% of marketing budget saved annually.
- Saved 20% of the technical service managers' time and 10% of the regulatory affairs team's time.
- Fully aligned global sales and marketing team.

“This process was not only time consuming and inefficient, it was also hard to keep track of what new updates had been communicated and if all sales reps had started to use the new information,” explained Ying Ho Lee, Marketing Manager for Synthomer’s SBU Functional Solutions. This communication was particularly difficult as Synthomer’s sales and technical service teams are spread out all over the globe, with a presence in the US, Europe, Middle East, South Africa, China and Southeast Asia. It also makes it very challenging to improve the time-to-market for a new product launch, as information is sometimes not readily and easily available to all teams.

“We needed a solution quickly,” Ying Ho Lee continued to explain. “Something that gave us control over the content that each sales rep needed, and we needed to be able to update that content in real-time – avoiding another source of ‘email-tsunamis’, individual downloads and mountains of papers.”

SOLUTION:

“With Showpad, we’ve found everything we needed and more. Showpad has allowed us to organize our content and distribute it efficiently (at no printing cost) and effectively (with up to date, nicely polished marketing materials). We found a solution that gives us visibility into what the sales team is using to present to customers. We can push promotional material to the team in a timely manner, to attract higher interest in our products and improve the time to market,” Ying Ho Lee says.

“Our sales team also loves Showpad. At first they were a bit hesitant, when told them that as an organization we weren’t going to print anymore marketing material; but, once we put the tool in their hands, and after their first customer engagement, they were sold. We’ve even had sales reps tell us that they believe Showpad is giving them a competitive edge. Their customers now look at them as trusted experts, and are much more engaged during their conversations. They regard Synthomer as a creative and innovative business partner.

Ying Ho Lee further described how customers and visitors at exhibitions reacted positively on the abandoned printed product selectors. “When we started using Showpad at our trade shows, no longer providing any printed content to visitors, we were a bit skeptical ourselves. However, almost everyone appreciated our approach.

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Ying Ho Lee - Marketing Manager, SBU Functional Solutions

Date founded

1952

Location

Global presence, HQ: Harlow, Essex, United Kingdom

Industry

Chemical

Total Sales

2014 : £990.5m

Using Showpad, we now explain our value propositions first and send the relevant information to the prospect right then and there. This has tremendously helped us produce quality discussion and contacts. When a sales rep follows up with the contacts collected at an event, they are pleased to see that the customer is fully aware of Synthomer and its offerings.”

RESULTS:

“Showpad has had a great impact on our business: By not printing marketing material, we are now saving 10% of marketing’s annual budget and, most importantly, improving our environmental footprint, which is one of our key business strategies – to offer our customers environmental friendly, and innovative solutions,” explained Ying Ho Lee.

He continued, “Also, by making the distribution of material more efficient, we are now saving about 20% of the Technical Service Managers’ time, and 10% of the Regulatory Affairs Team’s time, as they don’t have to reply to daily requests from the Sales Team, asking for the right information and material. All in all, Showpad has paid for itself in less than six months.”

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