



Thermote & Vanhalst is Realizing a Return on Tablet Investment with Showpad

CASE STUDY



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| Sabrina Carlier - External Sales Support Advisor at TVH



Case Study

TVH is Realizing a Return on Tablet Investment with Showpad

TVH – Group Thermote & Vanhalst is active in the market of forklift trucks, aerial work platforms, agricultural tractors and industrial in-plant vehicles. The company is a global player in the distribution of forklift trucks and the sales of spare parts. The TVH product line consists of over 10,000 different SKUs that are primarily sold to mechanical purchasers and industrial material handling customers.

“INCREASE THE USEFULNESS OF TABLETS”

With the goal of mobilizing its sales team, TVH was an early adopter of tablets, rolling them out in 2011. They quickly realized that their team was primarily using them to check their emails; failing to reap the benefits of the several other features available to them. As Sabrina Carlier, TVH’s External Sales Support Advisor explains, “Tablets have many functionalities and they can be very powerful. We knew really quickly that we needed to enable our sales team in a different way than simply just giving them the hardware.”

In support of this effort, TVH introduced a sales enablement platform in order to provide the sales team with relevant content at the right time. “Unfortunately, this solution lacked the primary needs of TVH. We had no way of knowing what content was being downloaded and used. We couldn’t track and see if the sales reps had the right content at hand and were essentially creating material blindly.” Further, with this solution, TVH couldn’t host any video content or email content to prospects when needed. This caused Sabrina and her team to start looking for a stronger solution with greater capabilities.

About

- www.tvh.com
- Heavy Machinery
- 2014 Revenue: + €1 Billion

Goals

- Increase tablets’ usefulness by implementing a sales enablement platform
- Mobilize content
- Gain visibility to how content is used

Approach

- Mobile first sales enablement platform
- Intuitive solution that is robust and reliable

Results

- 95% utilization rate by sales reps
- Sales reps have access to content regarding 600,000 products
- Focused on digitalizing the entire process and eliminating printing

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LET'S ROLL WITH SHOWPAD

"After the Showpad demo it became clear that we had to have it", explained Sabrina. With Showpad, TVH was able to organize and distribute product information and relevant sales collateral on 600,000 different items in stock in their warehouse. Initially, they rolled out Showpad to a selected group of users to ensure the team found Showpad helpful and impactful. After seeing a high utilization rate and receiving positive feedback, TVH rolled out Showpad to their entire sales team.

CAN'T STOP USING IT

"With Showpad we've experienced a jaw-dropping utilization rate of 95% of all sales reps. In two months we saw that our sales team had accessed Showpad content 3,600 times", explained Sabrina. "This is an indication that our content is being utilized and that our sales team is finding Showpad extremely helpful."

"TVH is also aiming to eliminate the need to print sales collateral," Sabrina explains. "At the moment we are adapting to the digitalized culture extremely well, next step is to stop the printing."

Date founded

1969

Location

Active in 170 countries

Industry

Heavy Machinery

Employees

+4,400 worldwide

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