



Eloy Water uses Showpad to drive new globally-integrated sales model

About Eloy Water

Founded in 1965, Eloy Water specializes in wastewater treatment and rainwater harvesting for households, and both small and large communities. The Belgium-headquartered company's class-leading products are designed, built, distributed and maintained using proprietary industrial processes.

Background


As part of the Eloy Water Group, the company used to operate through a global network of distributors and specialized installers. About a year ago the company realized that to evolve and achieve growth targets, it needed to integrate its distribution channel and reach customers directly.

"This was a very big step for us," said Pierre Bemelmans, Eloy Water's Marketing Manager. "It meant that we needed much better visibility into how our customers purchased and used our products, and a deeper understanding of the kinds of content and support they needed to be successful"

Challenges

Before taking this big step, Eloy Water identified some key challenges it needed to address. These included:

- Replacing the outdated binders its sales team used with digital content, as printed materials often contained incomplete or inaccurate information. This was not only triggering embarrassing and costly errors, but such content was expensive and inefficient to produce and distribute.
- Reducing the lack of alignment among its sales team, which only met once a year. "We needed to connect and interact with our sales team on a daily basis," Pierre explained.
- Developing a consistent corporate identity and brand, and increasing its visibility among prospective customers – not just distributors.
- Consolidating and aligning all its sales materials so that the company's internal sales team and distributors were using the same assets.



About Eloy Water

- **HQ** Liège, Belgium
- **Founded** 1965
- **Industry** Renewables & Environment
- **Employees** 50–200





Solution: Showpad

To solve the company's challenges and support its evolution, Eloy Water selected Showpad because it was:

- A pure cloud-based solution that supported a mobile, multi-device workforce. "Being able to use a tablet or smartphone was key for us, because we wanted our sales team out in the field instead of sitting at their desks," Pierre explained. "We also wanted them to have the ability to send or receive technical sheets or other content quickly and easily."
- Simple to set up and roll out, and ideal for small marketing teams that need to do more with less.
- Affordable and had a simple pricing model.
- Easy-to-use and wouldn't frustrate end users with a steep or complex learning curve.

Future Plans

Eloy Water is continuing its global rollout of Showpad, and leveraging analytics and consumer feedback to create new videos, tips and tricks, technical procedures, and other targeted content and collateral.

Notably, some of Eloy Water's customers are so impressed with Showpad that they have asked the company to be added as users. "We are working with the Showpad team to onboard our customers in an appropriate way," said Pierre. "We also plan on integrating an interactive technical calculator to help our customers choose the right product and determine ROI. This will empower our customers even more, and free up valuable time for our sales team. Everybody wins."



RESULTS

Thanks to Showpad, Eloy Water has measurably:

- Shortened its average sales cycle
- Reduced sales meeting preparation time
- Increased content discovery accuracy and speed
- Improved customer engagement – especially through Showpad's video and multimedia support
- Improved analytics on content usage and value
- Achieved alignment between its internal sales team and distributors who now use the same corporate identity and standards (i.e. logo, images, style guides, content, etc.).
- Improved overall branding and image
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