



RBook-Parts VPR

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Who we are



- Sodicam², established in 1975, is a chemistry, automotive and mechanics distribution company, owned by the Renault group. It is responsible for the marketing and animation of after-sales products, parts, and accessories of the Renault group's brands.
- *Turnover : 49 M €*
- *More than 36 000 Customers BtoB*
- *Employees : 480*

Reviews and Objectives

Initial Reviews:

On site Managers : Schedule an optimized tour for the sales force of the distribution network in 3 clicks. Then share it to sales teams, from the Salesforce environment to the commercials' touchscreen interface (offline tablet), seamlessly.

Objectives :

Increase efficiency and turnover through the creation of an optimal tour planning, which can be distributed to all field teams and customized with different criteria such as turnover, customers, approvals, equipment, and products.



Project milestones

Opti-Time for Salesforce :

Project started at the end of 2016 and implemented early 2018 with the Schumacher Group PARIS

Key steps :

- 1- Model optimization format for different Salesforce account teams
- 2- Internal DEV / Adjustment with creation of an account field named "Account Owner"
- 3- Salesforce Management and Administration for creating "Commercial Manager" profiles

Number of people involved: 3



Gains & impacts



Digitalization	Additional Turnover	Costs reduction	Client Satisfaction
Modernization of our tools	Increase number of visits	Less time spent on planning	Customer loyalty
Professional Aspects	Better territory coverage	Less idle and unproductive time	Personalization
Simplified Communication	Optimized partitioning of client portfolio	Optimized distance needed	Knowledge capitalization
Client feedback	Pooling of MCX	Less fuel costs	Knowledge sharing
Example for 10 VPR	300 000€ Additional turnover/year	5 000€ saved/year Reduced Carbon footprints	Customer targeting is more relevant



Perspectives



Project evolution:

Coaching and training on the integration of tour schedules and live travel times via Waze / Maps on the smartphones of salespeople (equipped) with Opti-Time Mobile.

A vibrant tropical illustration on the left side of the slide. It features a toucan with a large orange and yellow beak and a black body, perched among various green leaves, including palm fronds and monstera leaves. There are also several colorful flowers, including purple and yellow hibiscus-like flowers at the top and red and pink flowers at the bottom.

GEOWORLD

PARIS
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FESTIVAL

THANK YOU

For your attention

