

Mobile Solutions Guide

HEALTH & BEAUTY

Revlon

E-NABLER CORPORATION CASE STUDY
Revlon

Headquarters: New York, N.Y.

Line of business: Beauty and personal care

Application: ActiSales MobileSales

Functionality: Takes sales orders electronically, wirelessly transmits them back to the main office for processing and produces a printed receipt of the transaction for the client.

Benefits: Expedites order processing and shipment cycles, and created the ability to electronically capture customer signatures, reduce errors and free up more time to attend to customer satisfaction issues.

The New Face of Revlon Sales

When Revlon Puerto Rico wanted to distribute its products more efficiently to major chain stores like Wal-Mart, Walgreens and Kmart, it turned to e-Nabler Corporation for the best solution.

e-Nabler faced a number of challenges. First of all, the Revlon sales staff had a manual order taking process, which not only lead to slow order taking at the client's site, but also meant there was no way of verifying authorized products by store chain. Plus, its sales staff had to physically return to the main office to place an order or send a fax. In addition, handwritten orders caused more errors in the system, which meant more errors in shipping and more

delays with invoicing and payment collection.

As Margeline López, general manager of Revlon Puerto Rico, explains, "We were in a catch-22 position. We wasted time taking the order and having to go from the store back to the office. On top of that, we spent most of the day correcting errors in the system rather than getting more orders—which meant delayed invoicing and payment. It was a hard situation to win."

ActiSales MobileSales — the Wireless Solution for Efficiency

When e-Nabler studied the problem, it discovered that wireless order transmission with ActiSales MobileSales and barcode scanning technology running on a Windows Mobile device would be the best way to improve Revlon's bottom line. By simply scanning the product, the scanner captures the bar code data, and then the Pocket PC equipped with ActiSales MobileSales displays stock availability, price, etc.



ActiSales MobileSales then transmits this data, using CDMA or GSM/GPRS technology, back to the Revlon server.

Newly equipped with this wireless technology, the sales staff is empowered to take orders and transmit them wirelessly from the store to the AS400 order-processing system at Revlon. It was a win-win situation for both the sales staff and Revlon. Now the sales staff can electronically capture the customer's signature and transmit it along with the order, as well as immediately produce a printed receipt of the transaction for the client. This automation freed up more time to attend to customer satisfaction issues.

As López adds, "Now the process of taking orders really starts and ends at the client's site. Additionally, my sales staff can now enter more sales orders per day, track inventory and access product details, all on their PDAs, without having to go back to the office. And our orders are 99% error free."


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