



BALBICO Achieves Over 55% in Cost Savings with MobiWork

S.A. BALBICO C.I.F.I. (BALBICO), headquartered in Buenos Aires, Argentina, has been supplying hardware since 1946. BALBICO works hard to import and export leading brands of hardware products for general hardware supply stores, industrial stores, and hardware procurement. BALBICO offers a wide distribution network of products and a product catalog with thousands of products to order in a simple online process, with minimum distribution and shipment times. Many of their large clients are in the construction industry. BALBICO takes pride in being the number one hardware provider in the greater Buenos Aires, Argentina area, and continue to strive for the best customer satisfaction. In the new digital age, BALBICO intends to expand their visibility and presence internationally.

“MobiWork helped improve our field sales process, and that has been invaluable with streamlining all methods of sales orders, productivity, and visibility.”

– General Manager of S.A. BALBICO C.I.F.I.

Industry:

Industrial Manufacturing and Supply Chain Management

Regions:

South America

Key facts:

- 70+ years of experience
- 5000+ customers
- 30 employees

Headquarters:

Buenos Aires, Argentina

Website:

Balbico.com.ar

Key Challenges: Prospecting in the Field

A large part of BALBICO’S customers are made from prospecting in the field, which requires a large and dedicated sales team. Once a year, their sales team would be responsible for recruiting a sales team and completing sales in the field, taking up to four months to complete their sales goals. BALBICO needed a solution for tracking employees, field sales, and deliveries. Management wanted to find a solution that could capture information right in the field, in offline mode, and also allow for visibility of field sales.

During the time that the sales team were out in the field, they generally had to spend increased time manually tracking sales, deliveries, and providing customer information for their sales team. When the sales team returned from the field after months at a time, they had to manually enter the information, which took additional time. The BALBICO management team wanted a bulletproof system for capturing information in real-time.

As a large distributor, BALBICO was having difficulties tracking packages in the field and there was limited visibility. BALBICO set out to find a solution, specifically to manage their sales operations including their team, vehicles, and customer information.

Results: Cost Savings of Over 55% & Limitless Visibility

BALBICO chose MobiWork's solution, because of the short time to implement, need for visibility in the field, and its advanced features for managing their sales operations. BALBICO was very pleased with the integration of their ERP system, and were amazed that their team was up and running within one week. Their team was easily trained with the mobile app in a matter of days. MobiWork's action items allow their team to complete the process of completing and closing a work or sales order.

BALBICO is pleased that they can use the MobiWork Dashboard to display their delivery vehicles and better manage tracking times for their customers. As a direct result of increased visibility in the field, BALBICO has seen a tremendous increase in customer satisfaction, as customers love the emails containing the delivery time information. The General Manager of BALBICO, remarked, **"We now have a new level of visibility of our sales team that is limitless, and allows us to improve all other business processes. We've seen an increase of 78% of productivity of our sales team, as we spent considerably less time manually entering information."**

MobiWork helped their sales team greatly, they saw a reduced time of four months in the field to only one month, which contributed to cost savings of over 55%! BALBICO management team was amazed to find an exciting increase in time and a dramatic decrease in data entry errors, as the field techs could now capture information in the field in the real-time. Their favorite features included utilizing MobiWork notifications and point of sale features. BALBICO was then able to increase their sales in the field and via phone orders, which allowed for more sales orders and quantity of deliveries.

MobiWork was a huge success with managing their sales operations, so much that BALBICO plans to use MobiWork to help manage and expedite other internal operations. With an advanced system in place, BALBICO looks forward to expanding their business internationally.