

Case Study

# Pernod Ricard Spain stirs up a cocktail of mobility and automation with Dynamics CRM

Cheers to the digital workforce!



## Case Study

Pernod Ricard Spain

From ride-sharing apps to music streaming services, automation, intuitive UX and personalization are key components of popular consumer mobile apps. The story of major beverage maker Pernod Ricard Spain illustrates how effective a cocktail of mobile app features can benefit its mobile workforce.

## Situation

Pernod Ricard Spain is one of the world's most renowned distillers, producing spirits such as Absolut, Chivas, Jameson, Beefeater and its namesake and beloved pastis, Ricard.

The company started looking for ways to improve how its salesforce monitors sales and interacts with retailers. Challenges included sales reps spending too much time on manual processes to track, re-stock and bill for in-store sales. As a result, management had limited and often inaccurate data about its customers and in-store stock.

Since the spirits maker already tracked customers using Microsoft Dynamics CRM, leadership decided to create an all new mobile solution on top of the legacy platform. The goal: empower reps, with more powerful, intelligent tools to speed up go-to-market activities, generate insight, and enable on-the-fly decisions to better serve customers.

## Solution

After assessing a variety of strategic partners, Pernod Ricard Spain chose Avanade, due to our proven expertise in developing solutions for field-based salesforces, with a knack for intuitive user experiences.

At the start of the project, Avanade deployed a "user consultancy" team to shadow Pernod Ricard Spain's sales reps and understand how they work. We wanted to identify challenges in the sales process, uncovering what kinds of information they use, when and how they obtain it, and how they deliver service to customers. One example was scanning and taking inventory of product on customer shelves. This [design-thinking approach](#) gave the beverage maker confidence Avanade would build something its team wanted to use, before we built it!

From there, Avanade designed and developed a mobile sales application, integrating with the back-end Dynamics CRM. The mobile solution takes advantage of the iOS platform as well as the Xamarin toolset, allowing developers to leverage existing skills to create cross-platform applications.

## Results

Today, Pernod Ricard Spain has a data-driven application, which not only gives greater insights into customers, but also allows sales to establish deeper, more productive relationships, at greater speed.

**Mobile salesforce:** Sales reps are given more freedom than ever with an all new tablet app. With it, they can service customers and answer important questions with all the relevant data at their fingertips. Automation and intelligence make routine processes easier, faster and more efficient

than ever. Auto-fill forms and easy, on-the-spot product scanning, for example, save hours of work and ensure data accuracy for better database management. Automation and intelligence are also used to save device battery life, making life on the road all the more enjoyable for sales reps who are working in the stores with distributors.

**Excellent customer service:** A smarter rep makes better decisions for his or her customers. With the new system, retailers big and small are benefiting from Pernod Ricard Spain's advanced insight and mobile tools. For example, background reporting and faster inventory processes mean stocks can be re-filled with more accuracy and timeliness, and give customers more insight into their sales pipeline and trends.

**Intelligence-driven:** Management now has the tools to analyze and make intelligent business decisions, based on data and statistics generated by the solution. With this insight, Pernod Ricard Spain is bringing greater efficiencies and continues to optimize its sales activities over time. The company has also increased sales and gained higher customer satisfaction and retention rates.

If you have a mobile workforce, you want to give it the best possible tools to get the job done. With Pernod Ricard Spain's new Dynamics CRM mobile solution, they've raised a glass to their workers, empowering them with the tools to do their job on the road, faster and easier.



### About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at [www.avanade.com](http://www.avanade.com)

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