

SkyDesk enabled us to create a foundation to have a “face-to-face” sales style.

The drastic transformation of sales activities brought new business chances.



Issues faced before implementation

With a history of more than 100 years, Golden Stationary Co. Ltd., is a well-established stationer, selling both calligraphy supplies and stationary. Its long history, however, gave the a hard time to when they tried transforming their business to become one that suits to today's IT era.

- **Need to improve productivity by thoroughly managing sales activities.**

The paper-based daily sales reports used by the company had no uniform format, with each employee using a different style. For example, while some chose to write them by hand, there are others who preferred using word processing. In fact, even the contents differed. The company also did not share information about places to visit in its calendar, resulting in each employee having different numbers of approaches or potentials per day.

- **Better cultivation of human resources and enhancing of business skills.**

There was neither factor analysis nor sharing of information on successes/failures, so there was no improvement in employees' negotiation skills.

- **Continuous acquisition of new customers.**

The company was too busy focusing on route sales to existing customers, and was failing to develop new ones.

How did you solve these issues with SkyDesk?

To solve these issues, Golden Stationary is utilizing SkyDesk CRM and SkyDesk Cards in the following ways:

1. Unifying contents of daily sales reports

Because SkyDesk CRM lets us easily customize items, we unified the contents of sales reports based on items appearing in previous paper-based daily reports.

2. Sharing information on Potentials

By sharing the daily sales report of each sales representative with the others, we can now share all the information on Potentials including successful cases and failures. We can change the settings for each user's access privileges on SkyDesk with great flexibility, thus ensuring secure information management.

3. Digitizing business cards

Business cards, which used to be a personal asset, were stored in various ways. In some cases, they were just thrown onto an employee's desk. With SkyDesk Cards, we can easily digitize business cards and export their data to CRM. We do not have to input any other data, thus allowing us to transit to this new method easily.



By unifying sales reports which used to differ in terms of contents and entries, information in reports is unified. This strengthen our managements of business strategies and action plans.

You can access SkyDesk for searching, sending/receiving e-mails, calling and locating from smart phones.

Not only sales representatives share business cards with each other, but managers can also know where to visit by checking out those cards. They can now issue orders to sales representatives about which client they should propose their priority merchandize to.



Capture business cards using the camera on your smart phone, and you can easily digitize the information.



What advantages have you gained by implementing SkyDesk CRM?

After implementation of SkyDesk CRM

1. Smoother communication.
2. Better use of information.
3. More effective marketing.

1. Smooth communication.

Unifying sales reports with SkyDesk CRM has made management easier. Now, employees and their superiors enjoy smoother communication. With SkyDesk, we of course use less paper than before and schedules have become clearer, which makes sales staff happier because they can plan their activities better.

2. Better use of information.

As we can share information on Potentials, not only superiors but also other members understand the situation better, leading us to have better cooperation with each giving out advice or working on strategies with the others.

Utilizing SkyDesk allows us be more IT savvy as a company and helps us to work logically.

3. More effective marketing.

The information in SkyDesk Cards are exported to SkyDesk CRM as "Leads", providing new targets for us to acquire. Based on this information, we are able to search on the web for more details on each company. This helps us decide whether we should approach a particular company or not. All these, from simple business cards that used to be stored individually and were of not much use.

Centralized information in the CRM enables us to do marketing for the next leading products that we are going to handle. To survive in the stationary industry which has mail order at its core, we need to provide face-to-face explanation on our products and ensure customers understand our products well before purchasing them. In other words, we are now required to provide more advanced solutions to our customers. With SkyDesk, we have successfully created a foundation that allows us to do just that.

<A customized screen for sales reports (ex) >

What would you want to do next?

By implementing SkyDesk, sales activities performed by veteran sales representatives based on his experience, gut feeling and courage can be consolidated and shared as data. Organizing information in business cards, a traditional information tool, and making the best use of them enable us to develop better business strategies on a company level. Through these communications, we get to know the issues or requests of customers and can go on to figure out the solutions. This will lead us to even more new business opportunities.

We at Golden Stationary realize that we had a lot of "Information unshared, Impossible tasks and Imbalance of skills" within our business. We believe that as a well-established company with a 100-year history, we now are ready to provide the latest stationary and IT solutions to our customers.

Thank you.

Golden Co. Ltd.,

■ Golden Co. Ltd.,'s Business

Sales of OA equipments such as copy machines, faxes, PCs and network equipment's.
Sales of office furniture, office equipment and supplies, and stationary.
Sales of Japanese and imported calligraphy supplies, Chinese brush, ink, ink stone and paper, fine arts and crafts and antiques.

■ URL

<http://www.golden.co.jp/>

— Customer Voices —

Focusing on face-to-face sales and providing useful and valuable products to customers, we think of daily sales reports as an important tool. Which SkyDesk's advantages as a cloud-service (minimizing the initial cost of implementation), and utilizing both SkyDesk Cards and CRM, we were able to solve various issues.

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