

“Thanks to Sofon the quality of our sales process has improved”



Paul Vincent Ros ICT PROJECT HEAD

Fri-Jado B.V. is active in the food retail and food service markets in the areas of refrigeration, electronics, store computerization and safety. As an all round installation and service company and systems integrator, Fri-Jado operates mainly in the Dutch market. They also export to more than seventy countries. Fri-Jado operates in the market via their own branches in the United Kingdom, Germany, Singapore and the United States. They have a global network of local distributors and service companies. Fri-Jado has been using Sofon Guided Selling successfully for many years as a sales, product and project configurator. Paul Vincent Ros, ICT project head, has been involved in the sales process and the implementation of Sofon. Today, he sees Sofon as one of the best choices Fri-Jado ever made. We look back to the situation as it was when Sofon was first implemented and at the changes Sofon has brought about.

Fri-Jado provides clients with precise quotations via Sofon

LONG SEARCH

Fri-Jado went through a prolonged search for a good product and project configurator which could also generate reliable sales documents. Paul Vincent Ros looks back: “We were seeking a configurator with which we could increase our competitiveness. We wanted to produce precise, client-specific quotations and have efficient production and logistics. This would save us a lot of money, which would also be to the advantage of our customers. During our search we examined and tried out a number of configurators, but none of these tools could meet our needs. Often performance was not up to standard, software was hard to maintain, commercial documents could not be produced and configurations became the source of mistakes. So this was far from ideal. Apart from all that, none of these configurators included a project module.” Fri-Jado found the most promising supplier in Sofon. An extensive program of requirements was formulated. Because of the experiences with other suppliers, Sofon definitely had something to prove.

WISHES AND DEMANDS

Quite soon, Sofon was able to meet all Fri-Jado’s wishes and demands. Fri-Jado now uses Sofon as a sales, product and project configurator. Ros explains: “The project module in Sofon is a real must for Fri-Jado. Putting together and organizing a supermarket is a big project. Our projects consist of tens of related products; each different section in a supermarket is dependent on what is already available or will become available in the supermarket. Apart from this, the organization of a supermarket differs with every client, as do the installations and equipment. And then there is also the production of in-house counters and the various furniture suppliers... This must of course all be well-organized. And this is possible with Sofon Guided Selling. Sofon takes everything into account; from the way the installations are placed to sound standards.”

NO MISTAKES IN QUOTATIONS AND PRODUCTION

Since the implementation, Fri-Jado has experienced a number of improvements.



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Ros: “From the beginning, we were impressed by Sofon’s openness. The software is easy to understand, accessible in use and so is simple to learn, even for colleagues with no programming experience. At Fri-Jado, modelling still takes place mainly in dialogue between colleagues who have a thorough knowledge of our product and myself, but also increasingly by our sales department. Knowledge of products is defined and made available in models that are the basis for configurations. Those who make quotations, go through these models via a question and answer set-up in order to configure products and projects. In this way, mistakes can no longer be made! In the past, this was definitely not possible. Errors could easily slip into quotations, and, even worse, into production. Thanks to Sofon the quality of our sales documents has improved, the products that are offered are always possible to produce and the cooperation between those involved in the sales process has improved.”

DRASTICALLY SHORTENED TRAINING AND QUOTATION TURNAROUND TIME

Those who produce quotations are pleased to work with Sofon. “They are not only easily trained in working with Sofon itself, but also with our products”, says Ros. “Previously, half a year’s training was necessary before anyone could

independently produce a quotation. Using Sofon, this is possible within a few weeks. We no longer need people to have all our product knowledge in their heads in order to be able to produce a correct quotation. Sofon walks you through the configuration. This has made the job of producing quotations far less intensive, while the quotations are also produced with the right house style and accompanying illustrations. And we can also calculate directly to sales prices, even for complete projects! We have included practical values in the Sofon models so that we get a good indication of the final result. This prevents loss making orders. And this of course also offers clients more clarity. They receive more precise and well-styled quotations faster.”

FUTURE PLANS

Paul Vincent Ros sees more possibilities for using Sofon in his organization. “Sofon could also be applied as an internet module for our dealers. This is an ideal way to provide them with up-to-date information, such as price lists and technical data. Apart from this, we see possibilities in the Sofon CRM system, the Sales Organizer. So there are still areas in which we could use Sofon to our advantage to support our operating processes.”

WHAT DID FRI-JADO ACHIEVE WITH SOFON?

- Knowledge is secured. This has three advantages:
 - No more errors in quotations and production
 - Drastically shortened training time new staff: from half a year to a few weeks
 - No misunderstandings between those who produce quotations and the planning department because of orders with unclear information
- Reliable estimates based on practical values
 - No losses on orders because of careless price indications. As a result of precise calculations, margins are always guaranteed
- Adequate reactions to requests for prices possible because of fast generation of quotations
- Improved cooperation between the various people involved in the sales process

