



Case Study



BACKGROUND

ARYZTA is a specialty food producer and distributor with a focus on specialty baking. The specialty bakery prepares and delivers freshly prepared food, providing the best value, variety, taste, and convenience to consumers at the point of sale. ARYZTA Food Europe has a diverse customer base within convenience retail, restaurants, catering, hotels, and leisure.

CHALLENGE

With multiple management teams working across different systems, ARYZTA's European support and sales processes became inconsistent. The company chose SAP Sales Cloud for its core European markets.

HOW ECENTA HELPED

Clearly defined processes were identified to help increase and support sales effectiveness and cross selling. Insight into the opportunity pipeline allowed ARYZTA to focus on driving additional key performance indicators, and gave the company a centralized view. Additionally the organization improved the customer service flow between departments.

RESULTS

- Implemented a single sales solution for use across multiple users and business lines
- Defined consistent sales and support processes for core markets
- Minimized administration and optimized collaboration between field sales and telesales
- Delivered responsive, mobile-friendly user interface, ideal for sales reps working on tablets
- Centralized view of sales pipeline, prospects, opportunities, and performance
- Provided a single solution for group sales analysis and reporting

CLIENT

ARYZTA

SCOPE

Aligning sales processes for better customer engagement with SAP Marketing Cloud

PRODUCTS

SAP Sales Cloud
SAP Contact Center

