

Taking the Pain Out of Customer Presentations

Situation

Customer account teams were spending too much time pulling customer sales, cost and merchandising data from various databases to create customer review presentations. Every hour spent preparing presentations was one less hour meeting with customers and visiting stores.

Solution

After formal evaluation of customer team needs, DHC determined that an application could be developed that would automatically create charts and text for a selected customer based on a “master” presentation developed by the Sales organization. The presentations would be approximately 90% complete and ready for personalization by the customer team.

Results

The application significantly reduced non-sales time for the customer teams and increased the professional level of customer presentations. Since the application used existing Microsoft Office application software, development costs were far less than standard custom applications.