

Relavis eSales™ at work: Transportation & Logistics



Business Profile



Headquartered in Green Bay, Wisconsin, Schneider National, Inc. is North America's largest privately held provider of premium truckload and intermodal transportation and logistics solutions. Schneider has over 16,000 associates located across the United States, Canada, and Mexico. With one of the largest ranging portfolio of services in the industry, Schneider's transportation solutions include: One-Way Van, Dedicated, Expedited, Intermodal, Brokerage, Bulk, Specialized, and Outsourced Services.

Industry

Transportation

Geographies

United States, Canada, and Mexico

Business Application

CRM/eBusiness

The Challenge

Schneider National, Inc. has a track record of providing expert transportation and logistics solutions to more than two-thirds of the Fortune 500 companies. Due to their success, Schneider's homegrown process for its sales force and associated supporting roles was becoming unmanageable. This process had been developed through the years by the individual business units and sales representatives. Their collective wealth of information was combined together but had become nearly impossible to maintain and report against accurately. Sales reps weren't receiving the most recent pipelines and forecast reports, and it was taking a long time to send information to headquarters. It was also challenging for mobile sales reps because all of their activities related to an account were not coordinated together with managers and supporting teams. It was clear that Schneider National, Inc. needed to implement a sales force automation tool. They also wanted to leverage their existing Domino environment infrastructure to enhance their collaboration in the field and keep their total cost low.

The Solution

Schneider National, Inc. chose Relavis eSales because:

- Relavis Corporation's solutions are certified on Domino
- eSales provides a centralized customer database that facilitates constant communication for all involved accounts
- The solution clearly addresses their need to access the most up-to date information especially for pipelines and forecasts reports
- It allows sales reps to deliver more timely information to relevant managers and the resources that interact with customers
- Allows mobile sales teams to collaborate with other teams on accounts

The Results

By implementing the Relavis Corporation's solution, Schneider National, Inc. has been able to achieve significant results:

- Cost-effective savings via leveraging their existing Domino environment
- 11-15% increase efficiencies in the sales process in Schneider Finance division
- 15-20% quicker ramp-up of new sales associates due to the centralized customer data in Schneider Finance
- 5% reduced sales associate turnover due to better revenue tracking in Schneider Finance
- 3-5% increase in new revenue in Dedication, One Way, Intermodal, Brokerage, and Outsourced Services business units of Schneider National Carriers, Inc.

“I love this, it allows me to stay informed of important movements in the sales process and support the effort in a more informed way.” (in reference to an added feature of eSales that generates an e-mail to be sent to him whenever an opportunity reaches a specific stage that he deems critical)

***Rich Piontek, VP Global Business Development and Marketing,
Schneider National, Inc.***

“I now have much better visibility to the sales pipeline. The tool was intended for the sales force, but has benefited my engineering team as well. We use it as a means to monitor and forecast future workload and communicate the details of sales opportunities.”

Mike Detampel, Director of Engineering, Schneider National, Inc.

“eSales offers visibility and sharing of information for the ‘big picture’ perspective. We can capture more information to better understand our business.”

Cathy Barnette, Regional Sales Manager, Schneider National, Inc.

About Relavis Corporation

Headquartered in New York City, Relavis Corporation provides a comprehensive CRM solution that utilizes collaborative technologies innovatively, which results in enhanced value to sales, service and marketing teams. The software suite, Relavis eBusinessStreams, leverages existing technology investments, and provides CRM automation that allows an organization to efficiently and effectively interact with their customers, prospects, partners and internal associates. Based on the IBM Application Framework for e-business, Relavis offers a Domino and WebSphere version of its software.

Relavis is an IBM Strategic Alliance Partner and is honored to have received eight IBM/Lotus Beacon awards. Some of the 500+ customers include Barclays Bank, Canon, Degussa, Maytag, Dupont, Engelhard, FMC, International Paper, Michelin, Ondeo-Nalco, Praxair, Schering, Schneider Electric, Schneider National, Inc., and Shaw Industries. Relavis eBusinessStreams is available in multiple languages. For more information, visit the Relavis website at <http://www.relavis.com> or call 212 995-2900.

For more information, please contact:

Relavis Corporation

Phone: 212-995-2900

Fax: 212-995-2206

Email: info@relavis.com

RELAVIS™
Relavis Corporation
251 Park Avenue South, 11th Floor
New York, NY 10010
Tel: 212/995-2900
Fax: 212/995-2206
www.relavis.com