

Peroni sales teams use B2B app to showcase range to on-trade

Business need

To coincide with a brand re-launch, SABMiller wanted a modern and flexible way for their field sales teams to showcase the company's range when dealing face-to-face with bar and restaurant buyers.



The solution

We created an app specifically designed for a Windows mobile tablet, which could be side-loaded onto tablets given to Peroni sales teams.

The app provides access to three pre-created slideshows, including promotional videos, which fit with the “Servito con stile” re-positioning of the Peroni range as a premium Italian lifestyle brand.

In addition, the sales person can access any and all of the individual slides/films from the pre-constructed presentations and put them together, in any order, into their own personalised presentation.

Because pubs and bars can often be dark environments, looking at brochures can often be an eye-straining experience. On the tablet app, the glowing screen is a vast visual improvement!

The app also includes a full brochure showcasing the product range, various bottle and keg sizes, branded glasses etc.

The solution

A “Keg Calculator” tool allows bars to determine how much Peroni to order.

The field sales teams can complete an order form within the app. Once completed, the forms can be sent electronically via 3G or wi-fi, or be cached for sending later if offline, straight to SABMiller's central sales offices.

Functions

- Windows 8 tablet app

