



American Express Incentive Services

Today, more than two-thirds of Fortune 1000 companies have implemented incentive programs in order to motivate performance and honor outstanding employees. At the forefront of the incentive industry is American Express Incentive Services (AEIS) (www.aeis.com). AEIS develops and delivers business-to-business reward solutions designed to satisfy a wide spectrum of client needs involving the motivation, loyalty, and recognition of employees, distribution channel partners, sales representatives, and customers. AEIS is headquartered in Fenton, Missouri, a suburb of St. Louis.

“Salesnet provided our sales team with a product that helped streamline our sales process.

Following an almost instantaneous and stress-free implementation of their technology, our sales force was armed with the best tracking and managing service in the sales industry.

Salesnet’s Process Builder has allowed our sales people to effectively forecast and manage sales in a uniform manner.”

—Sherman Sundin, vice president of sales at American Express Incentive Services

The Need for a Sales Management Solution

AEIS is committed to delivering quality to their entire customer base and reward earners—they continually strive to anticipate and exceed expectations in the services they deliver. However, a major impediment to smooth sales transactions was the inflexibility of their contact management systems. “Our team tried another sales force automation (SFA) product, but the platform was draining our internal IT resources and hardware,” explained Tom Brockhaus, AEIS database marketing manager. “It did not allow the management team to readily access sales lead data and we were tired of dealing with database synchronization. We needed a Web-based solution that would provide real-time data—something that would also allow for wireless connectivity.”

The AEIS IT staff decided that they were ready for an online SFA / CRM solution. However, according to Brockhaus, finding the right solution

became a challenge. “I reviewed some of the online SFA providers and they all seemed pretty standard to me, almost like Internet rolodexes,” Brockhaus remembered. “In addition to simply collecting and warehousing data, we needed a solution that would help us establish core processes and provide lead and sales management as well.”

Enter Salesnet

After an extensive due diligence review spanning nearly three months, Brockhaus discovered Salesnet. “The feature that stood out with Salesnet was the Process Builder,” he said. Salesnet’s Process Builder permits companies to build a customized sales process, monitor progress, measure sales results, and refine selling steps as needed. “I believe that Salesnet is the only Web-based sales management solution offering a system that allows companies to take advantage of this customizable feature, designed to increase effectiveness and consistency across sales teams.”

In addition, Salesnet is an application service provider (ASP), so organizations do not have to invest in expensive hardware, software, or IT resources—which makes it incredibly quick-to-deploy. Salesnet is also available remotely through wireless access and is available on all major hand-held wireless devices, including both PDAs and WAP phones. Wireless users can access and manage critical sales information from the road without Internet connectivity and can receive sales information from the field in real-time.

Overview

Industry:
Incentive Services

Date of Deployment:
October, 2000

AEIS Sales Team Using Salesnet:
54

Primary Salesnet Benefits:

- Speedy and affordable deployment
- Customizable solution
- Easy to use

Implementation

The fast and easy deployment of Salesnet enabled the AEIS sales team of 54 to be up and running within 48 hours. Because Salesnet easily imports contact data from a wide variety of sources (including Microsoft Outlook®, ACT!™ or GoldMine®), the data conversion for AEIS was seamless. In addition, because Salesnet is so easy to use, the AEIS sales team required only basic Salesnet training. “Sales people are accustomed to browsing the Web and using hyperlinks to view Internet applications. When our sales force began using Salesnet, the learning curve was minimal—Salesnet’s navigation is second nature to anyone who has used or uses the Internet.” Salesnet is fully integrated with how AEIS conducts business. “We collect leads and prospects through a number of different channels and then import them into the Salesnet system,” Brockhaus said. “Salesnet is our lead distribution point—it is the only way that our sales team can access their leads.”

Results

The AEIS lead management system needed updating to allow the sales force to acquire and decipher valuable lead data. Salesnet has helped streamline the administration of the lead management process. Increasing operational efficiency for the sales team has been a valuable result of using Salesnet. “AEIS has realized some process improvements that have resulted in higher sales productivity with Salesnet,” said Brockhaus. “The biggest and best part of our implementing Salesnet is that we now have a clean means of sharing sales information through a process that works. Now, our sales team can access their leads and based on the hierarchy we set up in Salesnet, so can their sales managers—all in real-time.”



“All of our reports will now come from Salesnet,” Brockhaus explained. “Not only will our sales team retrieve their leads through Salesnet, but sales management can now run reports to view our pipeline when they are forecasting sales on a monthly basis.”

The Road Ahead

American Express Incentive Services plans to integrate Salesnet with point of sale and business reporting by linking the application with their customer database. “Linking information from Salesnet and then importing and syncing this sales data into our billing system will prevent a customer representative from having to re-enter data,” Brockhaus explained. In addition, merging their customer data with their sales lead data will enhance return on investment (ROI) analysis.

Summary

As the leader in wireless and Web-based sales management solutions, Salesnet’s success story with AEIS has been mirrored across Salesnet’s customer base, and Salesnet continues to garner recognition throughout the SFA / CRM industry. “Sales-driven companies must provide their sales teams with the right tools for generating success,” Brockhaus said. “Salesnet clearly offers the best capabilities of any sales management solution available—you cannot afford to overlook this product.”

Salesnet is available at www.salesnet.com.

580 Harrison Avenue
Boston, MA 02118
tel: 617.350.0160
toll free: 877.350.0160
fax: 617.350.8988
email: info@salesnet.com

