



SNAP-ON TOOLS: SERENOVA™ GENERATES NEW REVENUE AND THOUSANDS OF NEW ORDERS AT SNAP-ON TOOLS

As one of the world's largest suppliers of professional tools and equipment, Snap-on Tools' success hinges largely on its ability to engage and sell-in to franchisee agents. This task was complicated by the fact that the 400+ agents are independent, on the move and span the UK, Ireland and Holland.

In the past, sales teams would mention offers in their calls or the marketing department would send emails, requiring the franchisees to call the contact center to place an order. The process was ineffective – franchisees didn't always read the emails; and it was costly - calls to place orders required a full contact center and manual order taking.

The company turned to Serenova™ to consider alternative ways to engage franchisees. Serenova™ implemented LiveOps Social, a solution which allows Snap-on to easily send out SMS messages with special offers. Franchisees receive the messages in a timely fashion and can make immediate orders via SMS. The entire process is managed by one person and it takes only minutes to send out the promotion and seconds to receive orders.

The solution has enhanced communications with franchisees and in the first five months has generated nearly 3,600 orders worth more than £230,000 – all by SMS and without the need for sales or contact center agents.

Snap-on Tools faced several business challenges:

- » **Costly and ineffective communications with franchisees.** Special offers were promoted as part of sales calls or via emails requiring a call to place an order. It was impossible to reach all the 400+ franchisees and sales were poor.
- » **Inefficient ordering processes.** Franchisees didn't always receive the promotions and then were required to phone the contact center to place orders; agents manually processed orders, taking days and increasing errors.

SERENOVA™ SOLUTION

- » **Snap-on Tools implemented the LiveOps Social for:** Two-way SMS communication. SMS broadcasts to franchise dealers; and SMS Ordering by franchisees.

The solution allowed franchisees to easily view promotions and place orders by SMS; at the contact center, the process is now managed by one person, with orders auto-matically consolidated and processed for dispatch and billing.

“ ... it takes just a few minutes to promote product offers to our agents and receive orders immediately back via SMS. In just a few months, SMS via LiveOps Social has generated hundreds of thousands of pounds in new sales without a salesperson or call center agent.”

— Joanna McDermott
Customer Service Supervisor, Snap-On Tools



BUSINESS BENEFITS

Snap-on Tools experienced immediate ROI and benefits from LiveOps Social:

- » Enhanced franchisee communications. Special offers sent via LiveOps Social are immediately received and only require a reply SMS to place an order.
- » Increased sales. Special offers and promotions are received while agents are “in the field”. Agents immediately respond and place their orders by SMS.
- » Reduced costs. Automating the order system has saved hundreds of hours.

CUSTOMER:

Snap-On Tools

INDUSTRY:

Manufacturing and Distribution

SERENOVA™ SOLUTION:

LiveOps Social (with SMS)

ROI

Generated nearly 3,600 orders and more than £230,000 in new sales in the first five months – all by SMS and without sales or contact center agents.



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