

# Hellers Limited

Hellers is New Zealand's leading manufacturer and distributor of smallgoods and the number one seller of sausages, bacon and ham.

Innovative mobile technology offering a complete solution

Reduced time spent on administration tasks

Increased selling power for sales teams

## THE PROBLEM

Heller's system of using pen and paper for its sales team was outdated and inadequate. Running a large enterprise meant that senior management were pushed for time and not able to review paperwork as it came in.

With the company picking up more business due to expansion, a solution was needed to reduce time consuming administration work, connect field workers to the office and to gain measurable insight into the business. Kevin Calder, National Sales Manager, Hellers said: "The main thing is reporting on productivity with the sales team and ensuring that the key focus is happening. Our critical activity is having great products easily available to consumers. Our focus is on a) products and b) position on shelf with a good share"

*"I'd say the number one thing about Opmatrix is they understand our business and especially FMCG."*

**Kevin Calder,**  
National Sales Manager,  
Hellers

## THE SOLUTION

Opmatrix goes beyond technology to deliver a complete solution. It offers innovative mobile technology and the team have local industry knowledge, something that made Calder take notice. He said:

"I'd say the number one thing we noticed about Opmatrix was that they understand our business and especially FMCG – that's where it fit like a glove. Opmatrix was tailored to our individual business and allows us to make our own choices and find our own way, so we can operate it at the level we want"

Providing a premium cloud based consumer goods CRM solution designed specifically for mobile sales and merchandising teams, Opmatrix is available on Android and iPad devices, bringing Hellers an up-to-date technological solution.

Opmatrix delivers quality CRM, reducing time spent on administrative tasks, increasing selling power for sales teams and delivering key sales and activity reports to management.



## THE RESULT

Hellers' took the decision to use Opmatrix in 2011, quickly arming its sales team with iPad devices. The management team have not looked back since.

Utilising Opmatrix as an essential business tool, Hellers has transformed the face of its sales and merchandising by enabling admin to manage field workers by reviewing activity such as call time, tracking deals and distribution, as well as setting targets.

Being able to send relevant information and feedback back to head office has allowed management to take immediate action when necessary, identifying areas of strength and weakness. Kevin Calder, national sales manager, Hellers said:

"It's made our field team a lot more efficient. Its critical activities that you want a report on and so using a tool like this in combination with distribution data is a vehicle which helps you to achieve targets".

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sure  
as  
**Hellers™**  
NZ's Butcher

“Opmatrix takes you on a journey if you use it properly. You have a vehicle that allows you to be more disciplined in what you're doing. The secret to getting this to work is to make sure you've got a management team taking responsibility for using the data. Are there other businesses who could do with it? By miles!”

**Kevin Calder,**  
National Sales Manager,  
Hellers



sales@opmatrix.com  
opmatrix.com

### NEW ZEALAND

Opmatrix Limited  
Level 1, 61 Mandeville Street  
PO Box 9175 Tower Junction  
Christchurch 8149  
New Zealand  
+64 3 374 6490

### AUSTRALIA

Opmatrix Pty Ltd  
Suite 3. 10 46-50 Kent Road  
Mascot  
Sydney 2020  
Australia  
+61 2 8210 5174

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