

# Rothford International

Rothford International is an established sales, marketing, food brokering and consultancy company providing experienced FMCG consultants to manufacturers in the retail sector.

Setting priorities and objectives to drive results in the field

Reduction of handling errors to almost zero

Increased reporting to clients

## THE PROBLEM

Proving itself as an innovative company with the drive to improve business operations, Rothford International was quick to recognise the potential of mobile technology solutions.

Collecting and sharing high volumes of information from its field team daily, Rothford International was encountering problems with its manual entry system, the process was slow and errors were prevalent.

“Any one specific order can have many touch points and so errors were not uncommon. Orders were written down by the rep and then again by the support office before being sent to the client” Maree Trilford, Operations and Finance Manager, Rothford International said.

Relying on outdated systems and processes to share information between its teams and clients, Rothford International could not easily access or share data.

“Crucial information needed by the field teams was not distributed accurately. At times we were even relying on the post or faxes and staff to post credits and client reports back to the Support Office.” Trilford said.

With limited access to accurate data, reporting was minimal, with no standard process in place.

“Opmetrix has enabled us to go to another level, and in fact taken Rothford operationally to a leading position in FMCG”

**Maree Trilford,**  
Operations and Finance Manager,  
Rothford International

## THE SOLUTION

Rothford International rolled out devices and trained every sales rep and sales merchandiser across the country to fully enable them to do the best job possible.

Opmetrix is a simple mobile application which allows for mobile CRM, providing a sales entry solution which leaves less room for human error and therefore a competitive advantage for effective day to day management.

Opmetrix empowers field teams by providing them with the right business tools which have everything they need, from being able to record calls and conversations, track sales history and store accurate and relevant information. By correctly arming all field staff, Rothford International aims to ensure strong enduring customer partnerships



## THE RESULT

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Opmetrix allows Rothford International to effortlessly send orders and credits to clients before midday. Sales teams can access the app both on and offline, increasing efficiency and providing more flexibility. Time inputting orders has been reduced by 50% and errors have been all but erased since the company started using Opmetrix. Trilford said: "Now the generation and transfer of orders is direct from the field to our clients – this has reduced handling errors to practically zero and improved efficiencies significantly."

Since using Opmetrix, Rothford International has been able to prioritise gathering data and information from their stores; reporting back to clients on key distribution and activity objectives has increased significantly since Opmetrix was implemented.

Distribution reports provided to clients have been critical in improving operations and this ability to connect with clients has enabled the business to operate at an extremely high level.

The system allows teams to plan their weeks, set priorities and objectives and drive results in the field. Data collection via promotions, surveys and call cards has had a positive impact on managing the business effectively and achieving great results.

*“Rothford has had a lot of growth and changes in the last five years and Opmetrix has played a major role in how we do business. If we have required something new or changes to meet clients’ needs, Opmetrix have provided 80 percent of our solutions.”*

**Maree Trilford,  
Operations and Finance Manager,  
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