

Case Study

Industry:

Industrial Tools and Equipment

Region:

Worldwide

Application:

Rainmaker Sales

Channel:

Industrial Accounts

Platform:

Extranet

Goals:

Offer customers high-quality service on the Web

Provide customers a single access point for purchasing and account management

Meet the particular requirements of each account

Increase industrial sales rep productivity through decreased order management

Results:

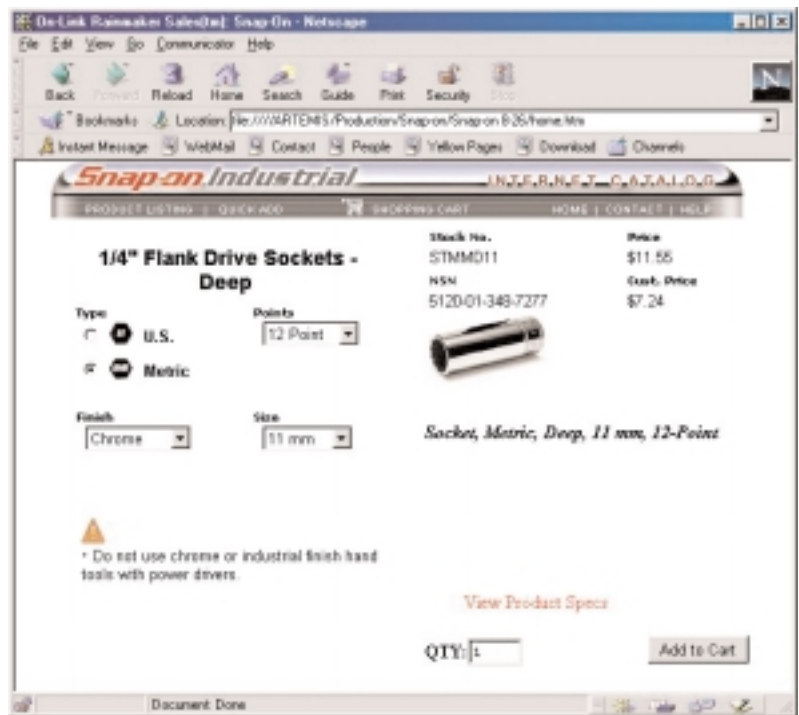
Increased customer satisfaction

Boosted sales productivity

Lowered expected maintenance costs

“On the Web, customer expectations grow very fast. Rainmaker Sales gives us the flexibility we need to exceed the expectations of our customers.”

Brad Lewis –
E-Commerce, Manager, Snap-on



Setting New Standards for Customer Satisfaction on the Web

The Challenge

A company committed to delivering the highest quality of products and service, Snap-on was looking for a Web solution that would not compromise its standards on the Web. "Our e-commerce initiative is integral to our overall service strategy," says Brad Lewis, E-Commerce, Manager at Snap-on. "Sales people do not hand customers a list of dozens of SKUs and wait for them to figure it all out. Neither should a Web solution."

Snap-on wanted to make it as easy for users to order through the Web as it was for them to order through their sales representative. This would allow Snap-on to leverage and reinforce the relationships between the sales representatives and their customers to the



benefit of all involved. The company was looking for a solution that would effectively guide customers through the 17,000 products listed in their catalogue and provide them with all the details they needed to make a decision, including technical specifications and illustrations. A solution that would also lead to related product and cross-sell and up-sell opportunities.

In addition, Snap-on needed a very flexible solution that could easily be customized to meet the wide-ranging requirements of its industrial customers without increasing deployment and maintenance costs—or expanded for new requirements as relationships with customers grew to include new products offerings or even new company subsidiaries.

Technical Requirements

Snap-on required a solution that would integrate seamlessly with its Baan ERP system for transaction tasks. The company was also looking to leverage its existing order management solution to offer customers near real-time access to product delivery status and support information. "One-stop shopping is key to our customers," explains Lewis.

Solution

Rainmaker Sales answered all of Snap-on's concerns about sales functionality, flexibility, and ease of integration. "Rainmaker Sales' data model puts it in a class above all the other solutions we looked at," says Lewis.

One hundred percent data-driven, the Rainmaker Data Model represents all data and logic in relational tables. With no custom coding required, the application is easier and more cost-effective to maintain, expand, customize, or deploy for different customers than traditional, code-based

applications. "The application can quickly adapt to the growing demands of our business," adds Lewis, "whether we decide to cross-sell our diagnostic equipment with our tool offerings, to add a whole new subsidiary line, or to deploy to a new account."

In addition, the Rainmaker Data Model enables users to navigate the site unconstrained. Each click provides them access to an easily manageable number of options, from which they can select further options, or move backwards if none of the choices satisfies their needs. Throughout, messages alert them of invalid product configurations or point them to product set opportunities—ensuring that the customer never misses a possible option. "Rainmaker Sales is so fast, so intuitive, it makes no demands on our customers," comments Lewis.

Benefits

Snap-on anticipates significant increases in customer satisfaction as it begins deploying the applications to all other industrial accounts. "Most of our customers are going to sooner or later mandate Web tools," observes Lewis. "They appreciate our pro-active stance." What's more, Snap-on expects that the productivity gains and quality of experience provided by Rainmaker Sales will further the company's competitive advantage.

Snap-on's industrial sales force also supports the company's move towards customer automation. Freed from time-consuming administrative tasks such as order management, the sales team can spend more time growing existing accounts relationships or developing new accounts relationships.

"While it is still too premature for us to measure our ROI, we already know,

based on our experience with Rainmaker Sales, that our cost of ownership moving forward will be significantly lower than if we had selected another solution," says Lewis. "We can handle all data maintenance and customization right here, in our new e-commerce center in San Jose, without any additional resources."

Implementation

"I must say I am impressed by the diligence and the commitment of the On-Link team," adds Lewis. On-Link delivered a total solution representing all of the approximately 17,000 products in Snap-on's hand tool catalogue and fully integrated with the company's ERP and order management systems in less than three months.

Future

The company is moving full force toward deploying the application to all industrial accounts and implementing solutions for all its subsidiaries. Snap-on also plans to soon make the application available to all employees on the company intranet.

Snap-on Incorporated is a \$1.8 billion leading global developer, manufacturer, distributor and marketer of tool and equipment solutions for professional technicians, motor service shop owners, specialty repair centers, original equipment manufacturers, and industrial tool users worldwide.

Anticipating the impact of the Web on the supply chain management of large industrial customers, Snap-on is moving quickly to extend its sales capabilities to the Web.



700 Bay Road
Suite 200
Redwood City, CA 94063
Tel: 650-298-3800