

Peninsula Beverages implements a smart mobile solution to accelerate business

At a glance

Which services?

- Britehouse Mobility

Which technologies?

- Salesforce automation
- GPS tracking
- Asset verification
- Live back end reporting
- Atajo enterprise platform

Which partners?

- Atajo

‘Peninsula Beverages partnered with Britehouse Mobility for the delivery of our smart field services application’

Byrant Johnson, Business Applications Manager, Peninsula Beverages

Why Peninsula Beverages needed a smarter way of work

Peninsula Beverages is the largest local bottler of the Coca-Cola Company product in the Western and Northern Cape of South Africa. Due to the fast distribution process and increasingly high demand in sales of the Coca-Cola product to a multitude of vendors, the company needed to create a fast, efficient mobile way of work, with live time management and asset visibility.

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How a smart mobile solution accelerated business processes

Britehouse Mobility developed a fully managed end-to-end customised sales force automation solution with complete GPS functionality. The solution automates Peninsula Beverage’s sales teams, enhances business operations with increased visibility, accuracy and control.

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What digitising a business did for Peninsula Beverages

The smart sales force automation solution enhances business operations and automates the paper based processes giving Peninsula Beverages the ability to adapt and change in relation to the growth and changing needs of the business while giving them the competitive edge in this digital environment.

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case study



Britehouse's focus on attention to detail as well as knowledge sharing and their in depth understanding of our business requirements resulted in an outstanding solution.

Byrant Johnson, Business Applications Manager, Peninsula Beverages

Why Peninsula Beverages needed a smarter way of work

Due to the fast distribution process and increasingly high demand in sales of the Coca-Cola product to a multitude of vendors, Peninsula Beverages needed to create a fast, efficient mobile way of work, with live time management and asset visibility.

To maintain on time delivery, organised stock control and excellent customer service, where demand and the number of vendors constantly increases, Peninsula Beverages looked at enhancing core business processes from its sales force perspective.

Business challenges identified included a manual paper based documentation and administration process, lack of visibility of assets located in the field, human error and sales team limitations. In the field, the process of capturing and uploading data was laborious and manually.

Peninsula Beverages needed to optimise its infrastructure, without jeopardising its existing software platforms, maintain high customer service standards and increase sales team productivity.

How a smart mobile solution accelerated business processes

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Peninsula Beverages required a solution that would mobilise the sales teams, eliminate the manual administration process and deliver accurate visibility of all assets while gaining valuable business insights.

Developed on the enterprise development platform, Atajo, the custom solution provides Peninsula Beverages with a comprehensive view of the organisation, increased visibility of its assets in the field, agility and smart asset verification, with enhanced live-time management and accurate reporting.

Incorporating onsite ordering of stock for vendors and retailers, the sales teams are able to capture all required data on hand held devices that automatically uploads into the backend system.

What digitising a business did for Peninsula Beverages

The smart sales force automation solution enhances business operations and automates the paper based processes giving Peninsula Beverages the ability to adapt and change in relation to the growth and changing needs of the business.

Once implemented, Peninsula Beverages saw an increase in staff productivity and enhanced efficiencies in business operations. Customer satisfaction dramatically improved with faster turn around times.

Utilising the smart GPS functionality, the sales teams plan and accurately map the best routes for the day, identify a vendor's exact location and avoid duplicating routes. This saves valuable time and increases the speed at which the sales teams perform tasks. The asset verification side of the solution gives Peninsula Beverages complete visibility of all assets out in the field.

Technology accelerates digital business

The result improved customer satisfaction, increased staff productivity, accelerated business processes. The smart solution increased visibility of assets while giving Peninsula Beverages value real-time business insights and a competitive digital edge.