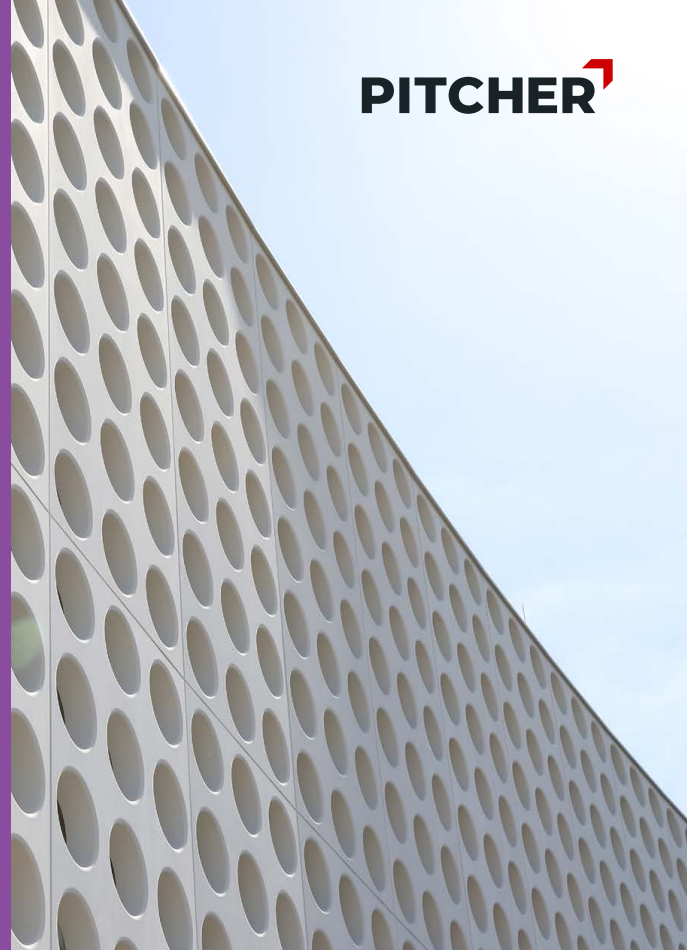


« The Pitcher team responded to our customer-specific needs in a highly flexible and targeted manner. Mrs. Kunz was our single point of contact and made even the difficult things seems easy: we rolled out the Pitcher Super App at the same time as a new CRM system, so internally, there was a lot to do. Pitcher is a professional, reliable and effective partner. »

— Christine Minartz, Head of Strategic Sales Management,
Silhouette International Schmied AG



Silhouette

emotionalizes its brands at the point of sale,
with Pitcher for sales enablement

Silhouette[®]
INTERNATIONAL

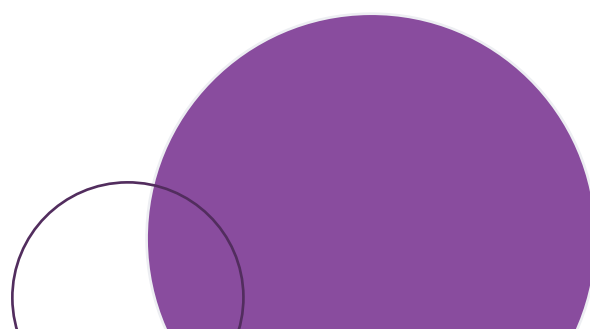
Situation and Challenges

Prior to Pitcher, Silhouette used various outdated in-house sales applications alongside a standalone presentation app which did not offer Silhouette's sales reps with any functionality other than the ability to show PDF slides.

- This was not improving efficiency for sales reps, and was delivering inaccurate data and reportings.
- In order to improve the sales experience and boost customer engagement, Silhouette wanted to optimize sales reps' storytelling at their store visits. This required personalized marketing collateral and a more interactive sales engagement application. Silhouette also wanted to implement training and tracking, to ensure that the marketing collateral and strategy were being correctly applied.
- Flexibility to serve and manage four brands, teams and assets.

- Global content management needed localizations for 19 countries and many languages. In addition to that, Silhouette faced a wide variety of data protection regulations.
- Silhouette's sales reps struggled by doing regular store checks of frames, brand displays and furniture at the POS in a time-efficient, easy to use and professional way, and sales and marketing had no overview of the stock that was available in stores.

Silhouette decided to tackle these challenges with Pitcher.



« I really appreciate our close, honest and trusting partnership. With Pitcher, you'll never find yourself left alone – they always try to find the solution that's best for you. »

— Christine Minartz,
Head of Strategic Sales Management,
Silhouette International Schmied AG

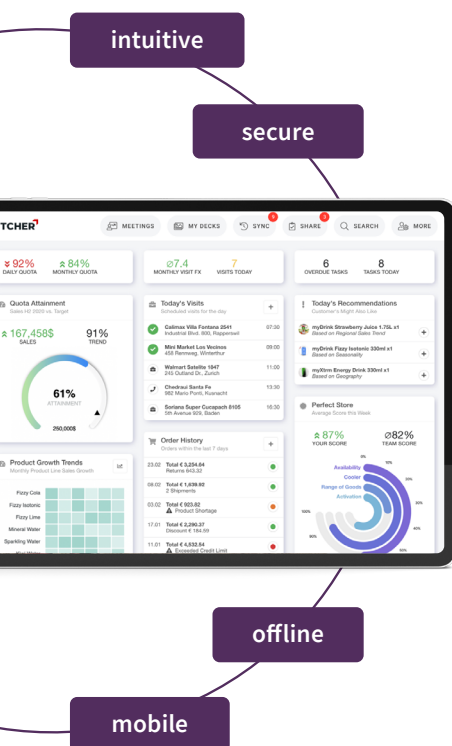


Solution and Results

The Pitcher Super App has been implemented and rolled out sequentially across each of Silhouette's 14 international distribution countries, with various brand- & country-specific user interfaces and language versions.

- All-in-one sales enablement solution, from content management to retail execution, ordering and training.
- Implementation of a sales enablement solution to fit multiple brands, 14 distribution companies in 19 countries and many languages. The Super App's adaptable user interface offers outstanding flexibility.
- Seamless integration with Silhouette's highly customized and complex Salesforce CRM, allowing offline capabilities.
- Improved sales process, with sales reps becoming real **brand ambassadors**, using storytelling with the help of regularly updated content and highly personalized marketing collateral.

- With Pitcher's automated presentation tracking, Silhouette could ensure that sales reps are using storytelling and marketing collateral in the right way. Sales training was included.
- Pitcher helps Silhouette to **comply with different data protection regulations** (for both the customer and the sales reps) depending on location.
- Sales reps' store visits are optimized and operating efficiency is increased due to the implementation of a stock check. Field reps have also been provided with more functions on their iPads, both online and offline, which simplifies their daily lives. They have fewer open tabs, reduced search times, and no more concerns about missing documents or poor internet connection.



Results



All-in-one sales enablement solution

from content management to retail execution, consent management, ordering and training.



Implementation of a sales enablement solution

14 distribution companies in 19 countries and many languages.



Seamless integration

with Silhouette's highly customized and complex Salesforce CRM.



Brand ambassadors

Improved sales process, with sales reps becoming real brand ambassadors.



Sales reps' store visits are optimized and operating efficiency is increased

due to the implemented stock check and more functions on their iPads, both online and offline.



Visibility of all field force activities and their customer interactions increased -

complete fulfillment was previously taking almost two days but is now real-time.

Pitcher is a leading global technology provider for sales enablement and customer engagement.

Since 2011, the Pitcher Super App for sales enablement has been serving Fortune 100 and Fortune 500 customers in more than 140 countries. Its dedicated teams of technology and marketing experts are at the forefront of digital sales and multi-channel customer experiences in the life science, consumer goods, manufacturing and financial service industries among others.

Pitcher offers an end-to-end solution that integrates with Salesforce, SAP, Oracle, Microsoft, and many more. And we truly believe that an intuitive technology is key to elevate customer excellence while increasing the effectiveness of commercial operations.



Request a demo

pitcher.com/request-demo

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