



How Kepa Keeps on Top of It



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Through using Showcase, Kepa have achieved better organisation - and a better response.

"Since implementing Showcase at the beginning of 2013, we've noticed an increase in the response rate of our prospective customers," says Anna Frecklington, Distribution Support Manager of Kepa, New Zealand's largest independent financial services advisory group. "And we don't have to follow up with as many prospects. They're coming to us."

That gain in efficiency extends past the sales cycle.

Due to tight industry regulations, Kepa must update their sales collateral constantly. The regular changes, aside from being a costly printing expense, used to force Frecklington and Kepa's Business Development Managers (BDM) to divert time and attention away from more productive activities. And yet there was no way to track the materials' performance.

More time. More certainty.

"Before Showcase," Frecklington continues, "we had no way of knowing whether the prospect would actually look at the leave-behind, or just forget about it. Now, we can send a digital version straight from our Showcase presentation to the prospect's inbox. It's the first thing they see after our meeting, and probably the reason that we're getting more interest in our offering."



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Easier Updates. Smoother Presentations.

The tangible savings on printing costs and time are only the start. Sales meetings run more smoothly now. Because all updated materials are organized for the BDM on their tablets, it's easier for them to facilitate sales conversations at a comfortable pace.

"The learning curve for our BDMs was about 15 minutes," says Frecklington. "They open their Showcase app, and the whole updated presentation is there, ready to go. Whenever they want to suggest an edit in the presentation, they can just send me an email. I can make the change, and push it out to our entire team in a matter of minutes."

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In addition to Showcase's branded look, Kepa's prospects are impressed by the interactive demonstration of the company's proprietary CRM system, which is also loaded onto the iPads. "By putting our CRM in our prospects' hands, they can experience how it would streamline their businesses," says Frecklington. "You just can't put that in a pamphlet."

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"We're very happy with Showcase," says Frecklington. "It made our lives easier, and makes a great impression on our prospects."

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