ScentAir Uses OnTerra Systems' GeoSavvy to Streamline Sales Prospecting

Customer: ScentAir
Web Site: www.ScentAir.com
Customer Size: 230+ employees
Location: Charlotte, NC
Industry: Customer Branding

GeoSavvy
Map YOUR world.

""As a result of implementing GeoSavvy to quickly develop a CRM customer and prospect mapping application, GeoSavvy has definitely improved the efficiency of our sales force."

Chad Morton, Director of IT
ScentAir

Customer Profile:

ScentAir Technologies, Inc. (www.scentair.com) is the leading global provider of scent marketing solutions with over 25,000 installations in 104 countries producing over three billion scent impressions annually. ScentAir's patented delivery systems and high-quality fragrances help enhance environments, communicate brands and create memorable experiences for clients around the world. ScentAir offers a full spectrum of scent delivery solutions from large-scale dispersion systems to self-contained fixtures for distributing scent in commercial environments. ScentAir is a privately held company located in Charlotte, N.C..

OnTerra
INTEGRATED LOCATION SOLUTIONS

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V1-6-2011

The Challenge

In a time of increasing competition for fewer discretionary dollars, many businesses are now turning to the power of "scent marketing," i.e. using strategic fragrances wafted into the air to lead customers to their doorsteps. The humble human nose (and accompany olfactory system) have an amazing ability to stimulate appetite and specific behavior, or simply enhance a desired experience at a business or facility. That's where ScentAir (www.ScentAir.com) steps in.

ScentAir provides technology that deliberately infuses the air with specific fragrances to elicit a certain behavior from the buying public or to support creating a specific experience for a consumer. For example, if the delicious smell of butter in a movie theater makes your mouth water and gets you to buy a bucket of popcorn, ScentAir technology is at work. If you visit a spa, and the fragrance of sage fills the air and gets you to relax, ScentAir is at work. Or if you visit your favorite hotel or casino and it has the same familiar fragrance and it makes you feel at home, that's scent marketing at its best: providing a branded fragrance that you identify with a specific place offering a specific experience. Because of their fast growth, ScentAir armed their 80-person sales team with iPads, and they wanted each sales rep to be able to quickly pull up Web maps and make call planning more efficient.

The Need

"We were looking for a way to help our salespeople using iPads to quickly see where customers, past customers, and prospects were located within their sales territory for call planning," said Chad Morton, ScentAir's Director of IT. "We also needed a user interface that our sales reps would find fast and easy to use."

ScentAir had been looking at various technical options and companies for about 10 years, and had found obstacles to implementing Web mapping technology tied to their customer relationship management (CRM) database, SalesLogix. "The options we had researched were too expensive to geo-code,

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About OnTerra Systems

OnTerra Systems LLC offers on-premise integrated location solutions leveraging off-the-shelf software technologies combined with powerful – yet inexpensive - GPS tracking devices from a variety of vendors. OnTerra has customized, integrated, and deployed Virtual Earth and MapPoint-based solutions at many customers enabling them to achieve competitive advantage in their industry due to the uniqueness of their respective solutions.

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and were just not fast enough so we kept looking," Morton added. That's when he came across GeoSavvy from OnTerra. "I saw some demos on the Web site, and one of the demos showed all the functionality I was looking for," he said. As added pressure, the new Web mapping technology needed to be launched within two weeks to meet a deadline where all the sales people were conveniently coming together all in one place. Using the GeoSavvy as an accelerator, OnTerra completed the deployment in two weeks to make ScentAir's deadline.

The Results

The process of building the CRM Web mapping application for ScentAir was launched region by region. "We had a tight timeframe," explained Morton. We had already reviewed and downloaded GeoSavvy code. After that, we gave OnTerra my change requirements, and they sent me updated code, and wrote a batch program that would take our addresses and run it on a test bed. We only had one change in the process. After that, we started geo-coding hundreds of thousands of addresses, and we knocked all that out in 2 ½ weeks," he said.

Morton found many of GeoSavvy's features and functions particularly appealing. "I really liked having the ability to see exactly where the sales rep is on the map, and then see the locations of customers and prospects within a specific radius from that point, rather than having to load up everything," he said. "I also appreciated GeoSavvy's color coding capabilities, and that we could use our own CRM data, rather than phone book data. Being able to bring this application on line and do it with our own customer and prospect data was critical."

As a result of implementing GeoSavvy to quickly develop a CRM customer and prospect mapping application, Morton said: "GeoSavvy has definitely improved the efficiency of our sales force. Now, if they have a meeting that's cancelled, they can access their own map, see what customers and prospects are nearby, and make adjustments to their sales call schedule. GeoSavvy is a great time-saver for them."

Morton added: "Most companies would have steered clear of such a fast-track engagement, or it would have cost far more than it did. "OnTerra was great to work with, and completed the work in a very short timeframe."