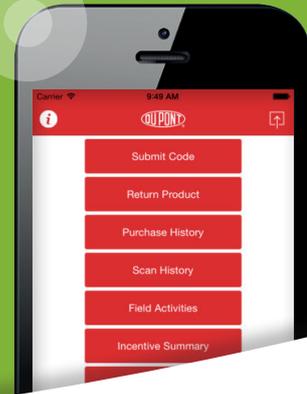


CASE STUDY: DuPont Crop Protection APAC



Creating a new standard for sales tracking and loyalty management

In 2014 DuPont Crop Protection APAC approached us to tender for a new mobile application that would allow them to track sales from their indirect customers in Asia. DuPont were already using F4F's Cloud Integration platform for transacting orders and invoices with some of their key customers as well as F4F's Agency Inventory System (AIMS) to manage agency and consignment stock (capturing sales, stock on hand and forecasts). Because of our history in successfully delivering projects for DuPont we were considered a reliable vendor for any new project that needed to be outsourced.

For most suppliers operating in Asia, understanding sales, customer loyalty and the remaining inventory out in the field is almost impossible beyond their direct customer base. This is due to the complex distribution chain in many parts of Asia, where multiple levels of dealer and retailer may exist. To improve visibility, DuPont were looking to work with a trusted partner to deliver a smartphone application that could be used to scan product at point of sale and throughout the distribution chain. This sales data needed to be collated, cleansed and standardised before being sent to a separate reporting application to be used by the DuPont customer service team to calculate customer loyalty and customer rewards. In addition to rewarding customer loyalty and encouraging positive behaviour within their indirect customer base, DuPont also wanted a way of guaranteeing all sales were genuine and that no counterfeit DuPont branded product was being sold.

Some of DuPont's competitors had already implemented loyalty programmes in a small number of Asian countries. These were mainly supported through manual processes and although some had attempted to use technology to track sales or inventory, DuPont were the first Crop Protection business in Asia looking to combine both.

DuPont already recognised F4F as a valued IT partner with a track record in successfully delivering projects who they could work with to develop their sales tracking platform. F4F were seen as an organisation that embraced new technological innovations with an existing and reliable data platform and a unique insight into the agriculture industry. In addition, F4F had experience working in a number of Asian countries and knew what was required for the proposed application to succeed in a challenging but increasingly important market.



F4F has worked with DuPont to develop a customised program that is easy to use and helps us understand where we are with sales through the season and how we are tracking against budget for the month and the year. This has been a good collaborative effort between F4F and DuPont.

Thor Cruse, Commercial Director
DuPont Asia Pacific

Authored by DuPont and F4F Agriculture.

For more information:

Email: apac.info@f4f.com

Singapore: +65 9089 9966

Australia: +61 2 8858 2400

New Zealand: + 64 0800 3900 00

The solution

'Tracks', the adopted name for DuPont's loyalty and sales tracking programme, went live with dealers and retailers in Indonesia in September 2015 with a plan to rollout to other Asian countries over time. Throughout the duration of the project F4F worked closely with DuPont to ensure they were involved in the development lifecycle and that iterative feedback was captured and fed back into the development process using Agile methodology.

Tracks is a smartphone application, available on IOS and Android, which allows dealers and retailers to scan product at point of sale. This provides DuPont with invaluable data about sales made to indirect customers, customer loyalty and whether the sale was counterfeit or genuine. F4F collates and cleanses this data and presents it to DuPont through a custom built reporting application. Using the sales data provided through Tracks, DuPont can efficiently manage their loyalty programme, monitor counterfeit stock, achieve a greater visibility of inventory out in the field and better manage demand planning.

Tracks has been designed to be available in a number of languages so that it can be rapidly deployed anywhere in Asia with little additional effort - a regional capability that gives DuPont a clear advantage over their competitors. DuPont are not the only Crop Protection business in Asia managing a loyalty programme, but they are the only one to do so without any significant manual processes, using innovative technology to streamline the administration. They have automated processes in place that collect this data instantly and efficiently unlike other agribusinesses that use the time and resources of their field based sales or admin teams to count or manually collect sales and inventory data.

Tracks sets a new standard for sales tracking and loyalty management within the Crop Protection industry in Asia. By using modern smartphone technology and their native ability to be able to scan barcodes, QR Codes or DataMatrix codes, DuPont can quickly and confidently rollout Tracks to a large number of retailers and dealers regionally. By leveraging 'standard' smartphone functionality DuPont are taking advantage of their customers' familiarity with mobile devices and therefore reducing the time required for training. Customer experience was always the primary focus during the design and development of Tracks and the ease of use has prompted a very positive response from DuPont's indirect customers.



The Tracks app developed by F4F will really help DuPont ASEAN Crop Protection teams support our customers with secure reporting of information that gives our team up to date information while also cutting down on resources of time and money.

Thor Cruse, Commercial Director
DuPont Asia Pacific

The result

F4F have worked closely with DuPont on delivering an industry leading tracking tool designed to be rolled out to multiple countries and be as simple to use as possible for hundreds of retailers and dealers. F4F's unique knowledge of the agricultural industry in Asia and our experience in developing market leading mobile and web based applications, meant that we were the obvious choice for such a project.

Tracks has provided invaluable experience for F4F, particularly in gaining a deeper understanding of the capabilities of modern smartphones, how efficient and effective loyalty programmes should work, and even more visibility of the challenges of rolling out complex applications throughout Asia. Trusting F4F to deliver Tracks, DuPont has ensured that the administration of their sales tracking and loyalty programme is as efficient and scalable as possible now and in the future.