

K&A Foods

A food service wholesaler in NSW, Australia, K&A Foods distributes food products to clients across Victoria and the Southern Riverina NSW. Founded in 1989, K&A Foods strives to remain competitive through innovation.

Integration with accounting/ERP systems

Reduced time inputting orders

Ability to use offline

THE PROBLEM

With the advances of technology and changes within the wholesale industry, K&A Foods recognised that a mobile sales automation solution was needed.

With 4000 lines of products and a 600-strong customer base, K&A Foods receive large numbers of orders which need to be entered accurately, packed and distributed to customers.

Access to consistent and current data between management and field teams was limited and orders took a long time to create accurately. With the K&A sales teams often working remotely, it was essential that the solution could be used offline.

Improving customer service was paramount, as was being able to integrate with their accounting/ERP system.

“ We hold our sales meeting every week based on the call notes and the information we receive from the previous week. ”

Anna Tengstrom,
Managing Director,
K&A Foods

THE SOLUTION

K&A Foods Pty Ltd were looking for a mobile sales solution that created efficiencies within the business and placed it ahead of its competitors.

Opmatrix technology enhances the sales process, improving efficiency and minimising errors. Real time information is readily available, empowering sales teams and creating a better overall customer experience.

Opmatrix's cloud based system means that orders can be taken offline meaning that the remote location of K&A foods was no longer a problem.

Highly skilled technologists ensure the installation progress is quick and seamless, integrating with operating systems where required and so the merge with their existing accounting/ERP system was not an issue.

With access to reliable, accurate data, Opmatrix allows management teams to create reports, keeping in touch with the progress of their teams and pinpointing opportunities or areas for development.



THE RESULT

Since implementing, Opmetrix has positively affected management and field teams, helping them to manage their working day.

Field teams have access to accurate stock-on-hand data, pricing, customer details, and mobile sales teams can look up reports themselves, providing an advantage over competitors and allowing K&A to continue to lead in innovation.

Operating offline has provided flexibility to the team and time implementing orders has been significantly reduced. With the ability to provide back to base reporting, Opmetrix has allowed K&A foods to identify gaps and measure results.

Customer service has improved tenfold, utilising information to refine the customer experience with new confidence to engage.



“ You guys are 10 out of 10! I believe that if companies aren't using a sales automation system they're actually missing out on opportunities. K&A Foods is innovative out in the marketplace because we are ahead of our competitors. Having information at our fingertips is very important for our sales representatives and staff. ”

Anna Tengstrom,
Managing Director,
K&A Foods



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