Customer
Peninsula Patissier

Need
Sales Representative Automation

Solution
DSD Salesforce integrated with Xero

Outcome
Simple solution for sales reps to create orders and manage their customers

DELICIOUS AUTOMATION

ABOUT PENINSULA PATISSIER

Peninsula Patissier bakes delicious cakes and deserts from their modern facility in Melbourne. Products are delivered fresh to IGA stores, other retailers and food service outlets in the area.

Since launching the new product range in 2020 demand has exploded which led to the demand for automation.

AUTOMATION IS THE KEY TO SUCCESS

The founders of Peninsula Patissier understood early that to launch mew products and brands requires that you talk with customers and not just wait for the phone to ring. After employing a Business Development Sales Rep the issue became 'how do we get the orders into our system?'. A solution was required that not only allowed the Sales Rep to collect orders, but also to present the new product range to potential customers, and show the potential customers the products and packaging.

"We were using Xero as our accounting system and we began a trail with Dear before finally deciding to stick with Xero. DSD worked with both of these systems so it was an easy choice for us to partner with them" says Darryl Horner, founder of Peninsula Patissier. "We wanted to increase the distribution of our products, but it needed to be done cost effectively. We could not handle orders multiple times just to get them into our system" Darryl continues.

Orders now seamlessly arrive in Xero as Quotes, and the administration team can convert them into invoices when the goods are ready for despatch.

DSD SALESFORCE IN USE

"Using DSD Salesforce I can create the orders for customers and present the product range to new customers. I have used many different systems and this is easily the best and fastest to use. The product catalog function with all the product images is really useful when working with new opportunities" says John Groenendijk, BDM for Peninsula Patissier.

Orders taken in the field flow through to Xero as Quotations which are converted to Invoices upon delivery to the customer. New customers or prospects added in Xero flow to the ipad as do new products and customer discounts.

"Notes, photographs and reminders that I create in the field against each customer are displayed when I visit the customer next time. I can even schedule the next customer visit and the customer appears on my ipad on the correct day" continues John.
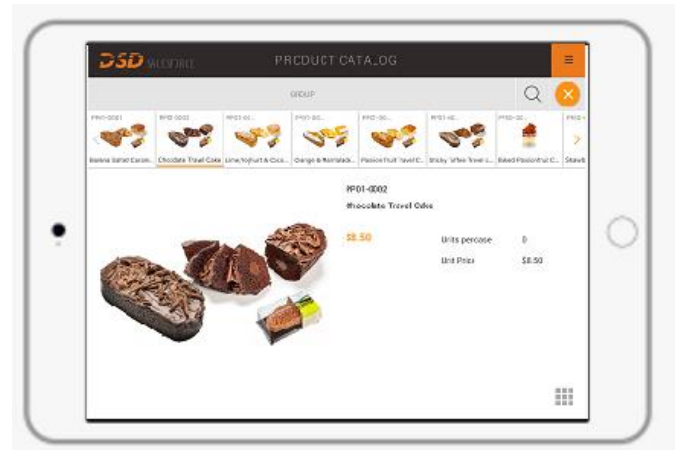
GROWTH CONTINUES

"As we continue to grow, and customers demand more and more of our products, we might need to do more with DSD. They have a delivery solution that can capture a proof of delivery and attach that to the invoice in Xero for example. As a specialist provider of solutions for companies like ours DSD Assist have been a good choice for us" concludes Darryl.

ABOUT DSD ASSIST

DSD Assist, and the parent company NCS, has focused on the needs of the Fast Moving Consumer Goods markets for over 40 years. Over that time, it has stayed abreast of revolutionary changes in the industry, today offering the eighth generation of their software. The DSD Assist brand of solutions provide a modern cloud based solution for businesses, integrated with many business systems.

NCS has its Corporate Headquarters in Hauppauge, New York and offices in Dallas, San Francisco, San Juan, Auckland, Jakarta and Sydney.

www.dsdassist.com