



Customer Success Story

Really Good People Transforms Field Sales with DSD Assist.

DSD Assist + Unleashed streamline promotional pricing, improve rep productivity, and bring structured control to field sales execution.



Customer:
Really Good People

Industry:
Gourmet Grocery
Distribution

ERP:
Unleashed

Background

Really Good People is a premium gourmet grocery distributor operating on **Unleashed ERP**. As their product range and promotional structures grew, they required a mobile field sales solution capable of executing complex pricing accurately while maintaining seamless ERP integration.

Objective

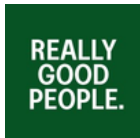
- Implement DSD Sales for mobile field representatives
- Enable structured order creation and customer management
- Integrate fully with Unleashed ERP
- Map customer-specific pricing as promotional structures
- Improve sales rep productivity and adoption

The Need

Unleashed managed pricing and inventory effectively, but field sales required a seamless mobile layer. Reps needed accurate promotional pricing and real-time customer data in front of the customer, without manual handling or delays

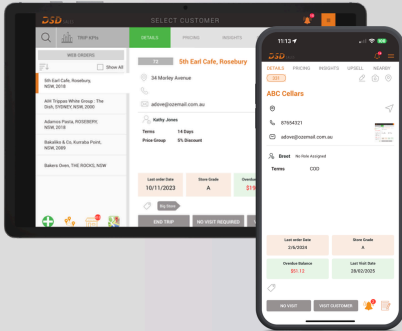
Key challenges included:

- Managing customer-specific pricing and promotional structures accurately in the field
- Manual or delayed syncing between mobile orders and Unleashed
- Limited real-time visibility of sales history during customer visits
- Inconsistent order finalisation, including freight calculation and pricing validation





Customer Success Story



DSD Assist

Faster, Smarter Field Operations

Unified platform for field sales and delivery, fully integrated with NetSuite.



Solution

DSD Assist Extends Unleashed into a Structured Field Sales Engine

- Products, customers, images, and pricing synced from Unleashed
- Customer pricing mapped as structured promotions
- Orders synced back into Unleashed in real time
- Freight automatically calculated within ERP
- Rep diary and customer notes captured in-app
- Mobile platform designed for fast adoption



Outcome

Pricing Precision, Faster Order Flow

Promotional Control with ERP Accuracy



Customer-specific pricing and promotions are now structured and mapped back to Unleashed.

Seamless Order Flow into Unleashed



Orders sync back into Unleashed throughout the day as they are completed, eliminating manual handling.

Improved Sales Rep Productivity



Reps have product images, pricing groups, and sales history during visits, improving upsell capability and customer engagement.

Simplified Field Operations



Structured note diaries, real-time data, and automated freight calculation; the sales team operates with greater clarity.



*The **DSD team** understood how we wanted to use promotions and that was critical for us. Their understanding of **Unleashed** ensured the system worked well for us and improved our productivity*

Alex Wilson,
General Manager



Explore modern field operations

