

CUSTOMER SUCCESS



MEET



Who: Future Cell

What: Mobile device accessories importer & distributor

Where: Tel Aviv, Israel

Web: www.futurecell.co.il



Established in 2006, Tel-Aviv based Future Cell import, market, distribute and provide customer service popular mobile device accessories. The company quickly rose to become a local market leader, offering solutions for smartphones and tablets, such as protective covers, headphones and stereo accessories, chargers, batteries and complementary gadgets.

Future Cell customers include leading cellular providers, MVNOs (mobile virtual network operators), retail chains and privately-owned stores. The company represents some of the world's largest cellular brands, including Apple, LG and Samsung, and leading accessory providers, Mylo, Melkco, Griffin, Scosche and Guess. Certified by the Israel Ministry of Communications and the Israel Standards Institute, Future Cell is committed to protecting the environment, boasting a 'green' work environment and strongly support and implement sustainable development practices.

CHALLENGE

Future Cell handles a large and complex logistics and distribution center, with virtually non-stop operations. The company distributes to more than 1,200 retail stores managing over 5,000 barcoded products, with more than half distributed on a weekly basis. "The heart of our operations is our 2,000 square meter logistics center, comments Aviram Shashoua, Future Cell CEO. "We make over 3,000 deliveries per month, all with a guaranteed delivery time of 18-24 hours. We really needed a system that could handle our entire operation, from the top down."

Future Cell first partnered with Priority in 2010 and since then, have had two major system upgrades, adding on additional modules and functionality. The company desperately needed to expand their current ERP to meet the management's growing reporting needs. Compiling and generating detailed and reliable sales and analysis reports became a crucial factor in the company's daily operations. What's more, increased sales activities, now supported by over 20 sales reps nationwide, needed flexible and robust organizational processes on a strong and reliable platform to support Future Cell's significant growth and expansion.

The company's transformations were so great that their current system could no longer handle the multitude of changes. Up until 2012, telephone orders, for example, often led to numerous errors in logging in the correct order information and later in the pipeline, errors in order collection. The need to augment the sales cycle and make it more efficient was apparent, especially the need to decrease the time that sales reps spent visiting customers at individual retail outlets. It was at this point that Future Cell and Priority joined forces to develop a dedicated interface whereby sales reps could remotely connect to a web-based system via their tablets. "The learning curve wasn't easy," says Shashoua, "but once our sales reps got on board, it worked like magic and Priority saved the day!"

In 2014, it was time for Future Cell to boost their system even more and enhance services and support for their on-the-ground sales teams. To best serve their sales operations, the company implemented an internal sales system, but it couldn't handle the heavy workflow for very long. With the help of Priority to assess our immediate needs, we acquired a dedicated

Warehouse Management System (WMS). "Implementation was quick and easy," recalls Shashoua. "The transition was equally smooth, as there was no need for prep work. We simply used the existing data and Priority's WMS handled the rest. What's more, Priority was well priced, low-cost when compared to other market solutions," he added.

RESULTS

Today, Future Cell relies on Priority ERP to seamlessly run their sales and distribution system nationwide. In talking with Priority users on site, they all comment on the system's ease of use, user-friendly interface and its highly intuitive screens and commands. "More importantly," says Shashoua, "Priority has proven once again to be a very convenient and comfortable platform for all of our employees, especially generating integrated reports – that's really changed the way we work."

By upgrading their Priority ERP and implementing additional modules such as WMS, Future Cell's sales operations took a giant step forward. With the new functionality in place, sales reps can now handle virtually everything in Priority. This includes client credit balance, on line, interactive product catalog with images, daily promotions/deals, on-the-ground price confirmation, sales team tasks at agent and client levels, collection, sales monitoring, selecting which leading products to monitor, and off-the-truck sales, that now include automatic, instant invoicing and credit.

"With Priority on board, we almost instantly felt the difference in our operations, from our finance department to our inventory and warehouse management - even our distribution system and our drivers were amazed, comments Shaashoua. "There is nothing on the market like Priority Software and we should know. Since Priority's been running our operations, we've shown a **20% increase in sales efficiency** compared to our previous system."

Other system users commented on how Priority worked seamlessly from day one, including complex functionalities, such as generating various price lists for different customers, and how training was just a few short hours for each new user. The team at Future Cell were equally impressed with Priority's customer service and fast turnaround time. Upgrading the system did not impact the company's daily operations, nor did it place additional strain on its servers. Today, with quick access to the system via their tablets or mobile devices, Future Cell sales reps are kept up to date with inventory, pricing and other critical data so that they can concentrate on selling and sales performance.

According to Shashoua, Priority ERP quickly proved to be a "revolution in sales analysis capability." The system enabled Future Cell employees to gain better control of the events on the ground. This, in turn, provided more time and resources for the sales team to focus on their activities, promote new products to their customers and benefit from a now seamless and easy reporting process.

"We pride ourselves in maintaining our position as an innovative market leader. Today, with Priority supporting our entire sales operations, we consistently show our customers that we are exactly that – an innovative, dedicated sales, distribution and service organization. Future Cell puts its customers first – just like Priority put us first."

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