

Double the growth rate with the same Sales team

Herbera Biocosmetics

Herbera Biocosmetics was born out of concern over the degree of pollution we are exposed to and the amount of toxins that are part of our daily lives. Conventional cosmetics have been one of the sources of this potential health hazard and, as cosmetic scientists, Herbera's vocation is to contribute to the creation of natural and ecological formulas in harmony with nature.

Herbera is a natural cosmetics brand centred around ecological cosmetics, with its own factory in Spain and head office in Madrid. It is a young brand, with just over a year of activity and presence in Spain, however it has already begun planning to enter the French market.

Background

Herbera did not have a standardised method to capture sales leads over the phone. The sales team made calls to phone numbers found through manual web searches. They did not have 100% confidence in the telephone channel and, as is customary in the pharmaceutical sector, they were more in favour of onsite sales visits to potential points of sale for their products. This work method, while effective, generated low growth rates and high acquisition costs.

The customer acceptance rate, as well as acceptance by the ecological sector, were very good, however Herbera detected certain shortcomings in its business process and needed to improve it to take advantage of favourable market conditions.

The project

With the help of Re-inventa, Herbera visualised potential benefits of incorporating a dialling system to its business, and combining it with other strategies using social media, pop-up retail shops, etc.

In addition, there was a significant cost reduction by using Open Source technology running on Linux operating systems, which didn't require third party licencing.

"We have incorporated automatic dialling system in a sector with very conventional business development strategies, and the results tell us we were right, as we have doubled our growth rate while maintaining the same sales team. Without a doubt, for our future strategy we will continue to rely on Re-inventa solutions as an important part of our growth".

Mayte García,
Founder of HERBERA Biocosmética.





The Re-inventa solution is now being used by five agents to make 'cold calls' using contacts which are easily loaded into the phone dialer. We are also evaluating possible integration with the CRM system, so that each interaction can be recorded and better customer segmentation done in the future.

Benefits

The project has not only involved the implementation of a technology to increase productivity in terms of dialling, but has also allowed obtaining lists of companies to contact. The results have generated confidence in telemarketing activities and using it in business development, something quite innovative in the pharmaceutical sector, which usually relies on more conventional strategies.

The number of points of sale carrying the product line of Herbera has doubled, without the need to increase the sales team.

In addition, the return on investment (ROI) now ranges between 50% and 100%, depending on certain indirect costs that are difficult to be directly accredited with the project.

Future plans

On one hand, Herbera is pursuing an expansion strategy beyond Spain and, on the other hand, it is developing new business line, where it will formulate and manufacture cosmetics for third parties.

EQUIPMENT AND SOLUTION

- Re-inventa Dialling Engine
- Open Source Telephony (Asterisk switchboard and Zoiper softphones)
- Open Source Datastore (MySQL)
- Chrome Browsers
- Windows Desktops

HERBERA BIOCOSMETICS

- Physical and emotional well-being
- Natural, vegan cosmetics
- Holistic and mindful
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