

## About Marltons

Marltons Pet Care Products and Accessories was founded in 1989, but has a long history in the pet business back to 1920. They are a traditional manufacturer, wholesaler and distributor of pet products and accessories across South Africa.

With over 3 500 products, they have offices in Johannesburg, Durban, Cape Town and Port Elizabeth and nationwide sales staff of approximately 20. They supply all South Africa's major chain stores.



The pet products industry in South Africa (including food) is estimated at around R5 billion per year.

100% acquired by Ascendis Health Limited in September 2013, the company is listed on the Johannesburg Stock Exchange.



## Challenges

To meet demand, keep market share, and maintain a business growth, Marltons' sales team needs to be on their toes. Scattered across wide areas, this mobile team needed to be tracked, orders sent to their various branch offices, and timesheets and sales report were being hand written and either faxed in or scanned and emailed.

"It was a bit of a nightmare," says Adolph van der Westhuizen, Marltons' National Sales Manager, Marltons (Retail). "Sometimes we couldn't read their writing, or the faxes weren't clear, and while we made every effort to track the individuals, it was done manually and was very time consuming for the Sales Managers."

In addition, the Marltons HR department wanted easy access to fuel usage, time sheets, etc.

"We pride ourselves on our customer service," continues van der Westhuizen, "so we needed a system that would be seamless and easy for our field sales staff to use, and ensure all our customers were being visited and orders fulfilled."

*"We know where the sales staff are instantly and constantly as we can see their location on the web portal; timesheets are online - there's no more missing information." says Adolph van der Westhuizen*



## Results

Marltons piloted Econz Timecard GPS with their sales staff in different areas. "We wanted to see how well it would be accepted by the team, how easy they found it, and how the web portal worked for both our HR department and our Sales Managers."

The company opted for tablets for the chosen sales staff and the results have been remarkable. Van der Westhuizen says the benefits have been instant.

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"The staff using the Econz system are very happy with it as they feel their offices and managers are more responsive to their needs. HR is happy as they can track distances against fuel consumption and timesheets are all online.

"In fact we are seeing benefits everywhere in sales management and HR. We are hoping to put the entire National sales team on the system in the near future," van der Westhuizen concludes.



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