

Customer Case Study:

Cutting-Edge Solutions & Best-In-Class Service



AT A GLANCE

ORGANIZATION

Bercomex is an essential player in the floral-processing industry. Founded 100 years ago, Bercomex manufactures, installs and services complex machinery to cut, de-leaf, grade, sort, bind, bunch and “sleeve” flowers.

CHALLENGES

- Engineers serve customers all over the world, but are often in regions where **no internet connection** is available.
- The manual registration of data was not only **time-consuming**, it also tended to **slow invoicing**.
- Complex equipment required engineers to enter copious notes, but **quality of data entered manually was inconsistent**.
- It was nearly **impossible to know precise locations** and status of field engineers’ work.

SOLUTION

Standardized workflows, delivered via the mobile app, guide engineers through every step of their work

Barcode scanning functionality simplifies engineers’ work, helping them accurately register materials.

Track-and-trace features of FMP360 help monitor the location and status of service vans at all times.

Easy-to-use asset identification ensures that engineers work on the right equipment – first time and every time.

BENEFITS

- FMP360 has resulted in **increased efficiency, fewer errors in the field, and higher customer satisfaction**.
- FMP360’s **built-in flexibility** supports Bercomex as it introduces new products and expands into new markets.

DELIVERING THE ULTIMATE CUSTOMER SERVICE EXPERIENCE with FMP360

THE ORGANIZATION

Bercomex is a behind-the-scenes but essential player in the floral industry, helping ensure that retailers have plenty of cut flowers and bouquets on hand for consumers who want to celebrate special events or brighten their daily lives with floral arrangements.

Founded 100 years ago and headquartered in Hoorn, the Netherlands, Bercomex manufactures, installs and services

sophisticated machinery to cut, de-leaf, grade, sort, bind, bunch and “sleeve” flowers and greenery. It produces both standardized and customer-specific processing equipment, which it installs and configures on-site at customer locations. It also trains staff to use the equipment and performs routine maintenance to ensure optimal performance.

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THE CHALLENGES

Serving customers all over the world presents a wide variety of challenges, regardless of the products and services being provided. Among the challenges Bercomex faced were these:

- Engineers needed to complete their work and register accurate and timely data across borders, but were often in regions where no internet connection was available.
- Registering materials manually not only demanded a lot of time from the engineers while working on the job, it also slowed invoicing because of delays in gathering precise, job-specific time and materials data.
- It was difficult to know the precise locations of engineers in the field and the status of the project they were working on.
- The complex nature of Bercomex equipment requires that engineers enter a copious amount of detail, but manual entry was daunting. And because technicians had varying skills and abilities, the quality and amount of data entered was inconsistent.

The Bercomex mission is to avoid any equipment downtime, because customers need reliable, continuous operation of their floral-processing machines. Management turned to Gomocha's FMP360 to increase the likelihood that they will accomplish their mission.

THE SOLUTION

Bercomex wanted to fully automate all its service processes, beginning with planning and ending with invoicing, to not only boost productivity and increase satisfaction among current customers, but also to meet the needs of new customers and prepare for its own future growth and innovation. FMP360 gives Bercomex new capabilities, such as:

- Standardized workflows, delivered via the mobile app, guide engineers through every step of their work.
- The mobile app runs on consumer devices with multiple operating systems, with or without an internet connection.

- Barcode scanning functionality simplifies the work for engineers in the field, helping them accurately register materials.
- The track-and-trace features of FMP360 help monitor location and status of service vans at all times during the day.
- Providing easy-to-use asset identification for the engineers, to make sure they work on the correct assets and accurately register the time spent on the job site.

Bercomex executives and managers enjoy the company's leadership position in the high-end floral-processing equipment industry, and with Gomocha, they found the right partner to help them prepare for future growth and development.

THE BENEFITS

Regardless of the piece of equipment being installed or serviced – and regardless of where in the world that occurs – Bercomex strives to always deliver flawlessly. FMP360 is the technology that helps the company accomplish that goal. Benefits of FMP360 include:

- Increased efficiency in asset identification, which helps reduce errors and ensures the safety and security of employees at customer locations.
- Greater productivity of planners in the back office and engineers in the field, made possible through streamlined registration of time and materials, better problem-cause-solution identification, and automated order dispatching.
- Higher customer satisfaction resulting from less equipment downtime, which helps ensure customer retention.

The flexibility of FMP360 allows Bercomex to introduce new products, increase the number of customers it serves, shift the processes it follows to serve them, and expand into new regions as opportunities arise. With Gomocha as its partner and FMP360 as its platform, Bercomex stays on the cutting edge, always ready for the future.



“NO MATTER WHERE OUR CUSTOMERS ARE AND REGARDLESS OF THE TYPE OF FLOWERS THEY PROCESS, WE DELIVER BEST-IN-CLASS SERVICE. FMP360 HELPS US MAKE THAT HAPPEN.”