

# Cengage Learning Case Study



## With the Fujitsu LifeBook Tablet PC, Keeping the Cengage Learning Sales Force Up-to-Date is Elementary

### **Challenge:**

Increase the efficiency and effectiveness of Cengage Learning's sales force by equipping sales reps with the tools and information needed to compete in an increasingly complex selling environment.

### **Solution:**

Cengage Learning's sales force relies on a powerful mobile solution, enabled by Fujitsu LifeBook Tablet PCs. More than 800 sales reps in the U.S., Canada, Australia and the U.K. use the powerful tablets to access and update critical customer, product, opportunity and ordering information on the fly.

### **Benefits:**

- Increased access to detailed product information and demos has increased confidence, effectiveness, and efficiency of the sales force.
- Eliminated \$100,000 a year printing and mailing costs associated with product catalog, representing a 100% return on investment.
- Reduced sales call follow-up time by two hours a day, enabling sales reps to conduct two additional customer meetings each day.
- Eliminated the need to place sample orders manually, resulting in more responsive sales force and more reliable follow-up.
- Ability to enter and track opportunities on the fly has resulted in better opportunity tracking for Cengage Learning's sales executive team.

“Our new mobile CRM solution and electronic catalog, powered by the Fujitsu LifeBook® Tablet PC, has transformed the way our sales reps work. We have received tremendously positive feedback from the sales force as a result. In our latest survey of sales tools, sales reps indicated that the electronic catalog and Fujitsu LifeBook Tablet PC were their most valued sales tools.”

– **Tom Orsi, Vice President of Marketing Information, Cengage Learning**

### **The Challenge: Increase Sales Efficiency and Effectiveness in an Increasingly Complex Selling Environment**

Today, technology is an integral component of education, from kindergarten to college. As a result, Cengage Learning’s products have expanded to include CD-ROM and Web-based multimedia learning tools alongside its traditional textbooks. With a greater number of products to sell, these new learning tools have created a more complicated selling environment for sales reps.

*“To meet the needs of our diverse customer base, our sales reps need to be able to present a much more complex mix of products than ever before”*

explains Tom Orsi, vice president of marketing information for Cengage Learning. “With thousands of products to choose from, the task of learning about these products and presenting them to customers in a clear and cohesive manner can be a big challenge.”

Originally, Cengage Learning’s sales force was equipped with notebook computers, a print catalog, and multiple CDs with Macromedia Flash demos to showcase the company’s products while on the road. Sales reps would use the catalog to manually search through thousands of solutions and familiarize themselves with them to make informed recommendations to customers.

To manage contact information, opportunities, and sales, Cengage Learning had implemented Siebel Systems’ Customer Relationship Management (CRM) solution, which the sales reps used back at the office for contact and opportunity management. The more than 5,000 product samples arranged every year were ordered manually at the end of the calling day. With 15 scheduled daily meetings, sales reps spent hours at the end of the day updating the CRM solution and ordering samples.



When it was time for the sales team to update its notebook technology, Cengage Learning began looking for a more lightweight, portable, and versatile alternative. The company also began developing a mobile interface to its CRM solution and an electronic product catalog that would enable sales reps to easily research and call up critical product information and demos while on the road.

### **The Fujitsu LifeBook Tablet PC Gets High Marks for Combining Portability and Power**

After testing several new notebook and tablet products, the team explored the Fujitsu LifeBook T3000 Tablet PC, a convertible notebook that combines the ease of use of a traditional keyboard-driven notebook with the versatility of a tablet PC. In addition to the technology advantages of the Fujitsu LifeBook Tablet PC, Cengage Learning was impressed with the level of service and responsiveness delivered by Fujitsu.

*“The support we received from Fujitsu during the decision making process was head and shoulders above the competition”*

says Orsi. “With no room for error in our aggressive deployment timeline, I felt confident that Fujitsu was going to be able to deliver the level of service that would result in a successful deployment.”

The Fujitsu LifeBook Tablet PC was initially tested on a pilot group of 16 sales reps who immediately liked the way the LifeBook Tablet PC could be used in client meetings. “The minute a sales rep flips open a notebook computer in a sales call, it erects a barrier between the rep and the customer. The Fujitsu LifeBook Tablet PC, however, sits discreetly on the rep’s lap like a portfolio, taking away that barrier. It’s nice to be able to use technology in meetings that doesn’t get in the way of building rapport with our customers.”

The sales reps also appreciated that they could use the tablet and stylus to take notes and navigate through the company’s point and click mobile CRM solution, but also use a keyboard when they wanted to.

Today, more than 800 sales reps rely on a combination of Fujitsu LifeBook T4000 and Fujitsu LifeBook T3000 Tablet PCs to access product information and demos, customer information, and place orders. Among the most popular tools, Cengage Learning’s new electronic product catalog, which includes detailed product information, product demos, and extensive search and built-in intelligence capabilities, enables sales reps to make better product recommendations based on customer information.

### **Increased Efficiency + Increased Effectiveness = More Selling Time**

The Fujitsu LifeBook Tablet PC, mobile CRM solution, and electronic catalog have delivered a number of benefits to the Cengage Learning sales force. Sales reps are now better prepared and confident in meetings and are able to present detailed product information and product demos in every sales call. The solution has also improved opportunity tracking for Cengage Learning’s sales executives because opportunities are automatically entered when a sample order is completed.

In addition to time savings, the solution has also represented a cost savings as well. The paybacks are huge, explains Orsi, “In addition to saving two hours a day in research and



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follow-up, the solution saved Cengage Learning \$100,000 in catalog printing and mailing costs during the first year alone, representing a win-win for both the sales team and Cengage Learning.”

However, Orsi sees the real benefit in the increased effectiveness and efficiency that the new solution has delivered to Cengage Learning’s sales force. With the new Fujitsu LifeBook Tablet PC-based mobile CRM solution, the reps now have time for two additional sales calls each day. In a business where face-to-face meetings are essential to increasing orders, this represents a tremendous increase in the number of sales opportunities for individual sales reps and Cengage Learning.

Lastly, because sales reps are able to place free sample orders and enter information in the CRM solution throughout the day, they are now more efficient at closing sales. “When the sales reps were taking care of essential follow-up at the end of a long day, eventually some of the activities fell through the cracks.

*...With the Fujitsu LifeBook Tablet PC and mobile CRM solution, sales reps are able to take care of follow-up right away, enabling them to be much more responsive to our customers’ needs.”*

Finding ways to increase sales efficiency and effectiveness, while at the same time reducing costs, are key goals of every selling team—regardless of industry. By implementing an effective mix of mobile technologies, Cengage Learning is able to teach the industry a thing or two about how to do it right.

*“We have continued to buy product from Fujitsu again and again due to their excellent design and reliability,” says Orsi.*