

Case study

RPC Group

webpac

CASE STUDY

RPC Group

With a growing product portfolio and a growing sales team of more than 200 people, RPC (£2 Billion annual sales) needed a solution to communicate effectively among marketing, sales, and the customer. Further, RPC needed to be able to handle sales leads efficiently between markets and technologies to enhance its cross-selling capability.

iSalesToolkit was initially piloted for suitability and then rolled out to the entire team, with a major launch at the Interpack trade show in Dusseldorf. The entire RPC team was then able to carry all their product information from numerous sectors with them offline on their iPads. They were also able to handle customer enquiries from any sector and generated hundreds of leads at the show. The tool became the primary reference source for both new starters and long serving members of the RPC sales team. Webpac has since been contracted to build integrated solutions for many RPC Group member firms, including an internal catalog and pipeline management tool for RPC Superfos.

“RPC has the most comprehensive offering in plastic packaging and iSalesToolkit empowers our team to unlock its potential.”

David Baker, Senior Manager



Sales Team Empowerment

Lead Management

Digital Catalogs

webpac

Say hello!

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