

BP CASTROL



RUGGED TABLETS CREATE VALUE AS INDISPENSABLE WORKING TOOLS AT BP CASTROL IN VIETNAM

With distribution centers throughout Vietnam and a large customer database, BP Castrol sells leading oil products to the Vietnamese market. Delfi Technologies, a solution provider in Vietnam, has covered the need for a mobile and rugged working tool that help the BP Castrol-salespeople become even more efficient.

Through 60 distribution centers in Vietnam, Castrol BP Petco Co. Ltd. handles the production and distribution of lubricants via its own sales channel where a large team of salespeople handles the daily inquiries as well as product sales and follow-up.

With a wide product range as well as an extensive customer database, a need has over time arisen to be able to access information about products and customers – when the salespeople are on the go. The need was defined as a mobile and rugged working tool that could handle the company's comprehensive CRM system while being easy to work with.

SPECIFIC REQUIREMENTS FOR INDUSTRIAL ENVIRONMENT

For this project, BP Castrol tested many well-known tablet brands, but none of them passed the test in harsh environments and requirements to outside work with rain, dust, drops on the ground and impacts from oil products, etc.

Based on the technical analysis and comparison of different suppliers, the final choice felt on Delfi in Vietnam as solution provider to supply 320 pcs. rugged industrial tablets (Unitech TB560) including 3-year service & maintenance contracts to cover the team of salespeople at the local distribution centers.

MOBILITY AND EFFICIENCY IS CRUCIAL

Having used the rugged industrial tablets since 2017, BP Castrol has achieved greater mobility and efficiency during the working day, which is crucial in order to provide the best possible service to its customers.

BP Castrol's own sales application is integrated into the tablet solution and the salespeople will always have their CRM system available when meeting customers on the go where and sales data will be updated in real-time. In the morning, all the sales-

people will see their dedicated tasks on the tablet - creating overview and eliminating the need of paper and handwritten documents in environments where water, oil, dust, etc. is a natural part of the working day.

Delfi has been part of the entire process from the very beginning – right from product testing to implementation of the final solution



and training of the sales team. The choice of Delfi as a solution provider was taken as BP Castrol needed a strong supplier with great experience within mobile barcode solutions for industrial use and big customer references like AC Nielsen, Zara, Viettel, Military Telecom, P&G, BAT, etc.

ABOUT CASTROL

Castrol is a British global brand of industrial and automotive lubricants offering a wide range of oils, greases and similar products for most lubrication applications. The business in Vietnam is focusing on the production and distribution of lubricants through Castrol BP Petco with 60 distribution centers throughout the country.