

Why Lotteries are Investing in Sales Force Automation

Let's face it, sales visits are expensive. Each visit to a retailer is a big investment, so it's important to make each retailer visit count. Enabling all your customer information and interactions to be accessed in one place, anywhere, Hudson Alley's OnePlace helps shift sales reps from reactive to proactive mode. We call it "walking in with a mission."

Sales Force Automation (SFA) is the technique of using software to automate the business tasks of sales, including order processing, contact management, information sharing, inventory monitoring and control, order tracking, customer management, sales forecast analysis and employee performance evaluation. OnePlace is SFA on steroids and applied to Lottery's specific needs, enabling your sales reps to provide better service to Lottery retailers, increase sales, and increase its funding to the Lottery's beneficiaries.

"OnePlace is an industry leader in providing relevant and timely sales data in a concise manner. The Arizona Lottery is thrilled to have this robust information available to assist in driving sales for all of our retail partners," said Raynie Hosto Director of Sales at the Arizona Lottery.

Since 2004, Hudson Alley (formerly named OrderPad Software) has been the leader in sales force solutions for lotteries. Its solutions are currently used by more than twenty U.S. lotteries. Since its launch in 2012, OnePlace has become the most widely used lottery sales force automation solution in the world.

PGRI asked Terri Avery, the Deputy Executive Director of Sales, North Carolina Education Lottery (NCEL), a few questions about their decision to invest in Sales Force Automation.

Was it a difficult decision to invest in a sales-force automation solution? What were some of the considerations that inhabited the decision-making process?

Terri Avery: The NCEL was looking for a solution for a system and data to be available both off and online, meaning that the system must be fully functional without network connectivity. We were facing challenges with no Internet connectivity while in Retail locations, specifically in rural areas, Eastern & Western parts of the State.

Our goal was for Sales Reps to maximize their time in the field, achieve real results during a sales visit, increase lottery ticket sales and improve the service that the NCEL provides to its retailers. Hudson Alley's, One Place I-pad app, has positioned us to be true "sales" representatives in NC!

Were you concerned that your sales staff might not embrace sales-force automation tools and learn how to use them effectively? What have you observed since implementing Hudson Alley's One-Place—does the sales force like it and use it effectively?

T. Avery: The Sales Team embraced the tool immediately. Hudson Alley guided us through the pilot phase with approximately 10 team members and in phase 2 deployed the full sales force (100 users).

The Team uses the tool during every retailer visit. The sales reporting is up-to-date, easy to understand and accessible. This allows the Team to focus on increasing sales. Overcoming retailer objections with the Instant and Draw game reports have proven to be successful for our Team.

What are the main benefits, the main ROI, for your investment in sales-force automation?

T. Avery: My Favorite—inventory management report—called "Space to Sales." This is an area where the SRs update Instant Inventory by Price Point in the dispensers. The app then analyzes the sales of each game by validations & suggests changes for facings based on sales. Each retailer visit, the NCEL strives to reach a perfect Instant ticket mix in dispensers. With this tool, SRs and retailers can easily monitor their progress.

This report also allows the Sales Management Team to analyze Instant game performance in retailer locations.

How relevant are ongoing product upgrades—do they enhance performance and are they readily assimilated by the sales team?

T. Avery: Hudson Alley listens and understands the NCEL business needs. We completed our first upgrade in February, an online training class was conducted by Hudson Alley with all NCEL One Place users. Hudson Alley completed the enhancement training and provided a substantial amount of time for Q&As with the Team.

We are impressed with the One Place app & the Hudson Alley Team. With One Place, the Sales Team has a tool that can provide up-to-date sales reports for Instant & Draw games for our Retailers. ■



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