

## 3M Captures Valuable Customer Data, Enhances Global “Reach”, and Replicates Customer Solutions using VOICE2insight’s Mobile CRM Sales Enablement Service



“With Voice2insight we capture significant customer trends/opportunities, understand competition, strengthen global customer relations, and track sales stages/closures. 3M sales representatives are happier and more productive because they are not tied to a keyboard entering data.”

- Len Wahlert, 3M Aerospace and Aircraft Maintenance Department  
Western Regional Business Manager, RET.

### Industry

Aerospace and Aircraft Maintenance. OEM and MRO

### Geographies

United States, Europe, Asia

### V2i Benefits

**Flexible:** V2i is simple to use, easy to train sales reps, and captures vast amounts of information that can be shared globally in minutes.

### Secure, quick, reliable data

**transport:** V2i provides less than 24 hour turn-around on all call reports which allows our entire Aerospace team real time access to information.

### Capture and Record Valuable

**Data:** Field reps record detailed customer meeting notes instantly after meeting instead of waiting for hours or a days! Reps can file call reports while walking to the next meeting even in the same building.

3M is a recognized leader in research and development. 3M produces thousands of innovative products for dozens of diverse markets. 3M’s core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$24 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries.

### Challenges

As a “market center” within the larger 3M, representing over 13 3M divisions, we needed to find a way to enable our sales representatives and 3M Aerospace management, the ability to communicate sales solutions and sales closures quickly. We realized that we had no vehicle to accomplish this task and that this inability was costing us business and credibility with the sponsoring 3M divisions. Our business is based on building customer relationships by adding value and making the same customers more competitive in their world.

### Solutions

3M Aerospace discovered and launched V2i in July of 2001. The service was operational within a few weeks time and required little effort on our part. The promise of the tool addressed our main concerns in a way that we could not have imagined. Based on the simple and easy approach of recording client insights, needs, wants and desires, our team quickly became comfortable using the tool. We appreciate the simplicity of talking about the sales/engineering presentations concluded versus typing notes later in the week or if at all.



## Results

The results have been as promised – outstanding. V2i enables our sales representatives and 3M Aerospace management, the ability to communicate sales solutions and sales closures quickly.

V2i also enables our sales reps to document complex and very long sales cycle processes for both 3M management and higher level customer management. Sponsoring 3M divisions were amazed at the detail and “visibility” to the entire aerospace market.

With V2i, we receive more detailed quality customer information than ever that flows seamlessly into our CRM tool. Our reps leverage V2i daily and as a result we are realizing a 100+% increase in activity reporting. Additionally, V2i saves each our reps 3-5 hours of typing time each week which they can now apply to revenue generating activities.

The information received via V2i has helped our reps better manage their accounts and build stronger customer relationships. In addition, the ability to quickly share complex sales solutions around the globe helps our global reach of this business. 3M loves this approach and our customers appreciate this support as well.

There is no doubt V2i has provided 3M a significant competitive edge. No other company can provide the power of information that V2i provides.

“ V2i helps us build stronger customer relationship by capturing their needs quickly from the field. Capturing customers needs quickly allows us to be more responsive to those needs which results in happy customers ”

Len Wahlert,  
3M Aerospace and Aircraft  
Maintenance Department

Western Regional Business Manager,  
RET.

### For More Information

Contact us to learn how we can help you increase your CRM Success.



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