



digital transformation
customer onboarding



Placeholder for testimonial video

1centre.com (use chrome)

Who is Frucor Suntory?

We're passionate about satisfying tomorrow's thirst – with delicious drinks, and brands that really connect with today's busy lifestyles.



frucor SUNTORY

New Zealand Brands



2018 a year of growth...



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The Problem cycle

- Customer on boarding is a poor experience
- Lack of visibility causes follow up between sales and credit teams
- Customer data is not validated



Large Volume of
inbound Calls ~
800 per month
re: credit
applications

Means we cant get to >



Frustrated reps
Poor customer experience
Credit team cant chase cash

Credit Application is
lengthy & complex,
illegible details &
therefore poor
master data

2-5 day turn
around – leads to
follow up – no
visibility for reps

Blew out to 120
apps per month
or 6 calls on
average per
application

Sample Credit Application

Frucor		Commercial Credit Account Application	
1800 79 800 390 133		FRUCOR BEVERAGES (AUSTRALIA) PTY LTD Level 1, 100 Victoria Avenue, Suite 100, SA 5000 Fax: (08) 8322 6311 Free Call (toll-free): 1800 052 244	
Account Number:	622764	OFFICE USE ONLY	SALES REP: DAVE D
Details of Applicant please select which ever is relevant			
☒ Company	☐ Sole Trader	☐ Partnership	☐ Club
☐ Association	☐ Educational Institution	☐ Govt Dept	☐ Other
Company Name:	JSMC PTY LTD		
ABN/ACN:	68624611758		
Trading Name:	Foodworx Elizabeth Downs		
Estimated Monthly Spend:	31k		
Registered Office:	Address: Suburb: State: Postcode: Phone: Fax: Email:		
Business Trading:	Address: Shop 6/34 Hambly Rd Suburb: Elizabeth Downs State: SA Postcode: 5113 Phone: 0882520300 Fax: Email: elizabeth@foodworx.com.au		
Postal Address:	Address: Suburb: State: Postcode:		
Directors and Officers			
Provide full details for each director or officer. If a partnership, provide details of each partner. If insufficient space, please attach a separate sheet including the details.			
1 Full Name:	TIAN HUA ZHANG		
Home Address:	Address: 780 ROADSTOCK STREET Suburb: Woodville State: SA Postcode: 5011 Home Phone: 0433087650 Mobile: 0433087650 Date of Birth: 24/06/1980 Drivers Licence Number: AE6671		
Directors and Officers			
Provide full details for each director or officer. If a partnership, provide details of each partner. If insufficient space, please attach a separate sheet including the details.			
2 Full Name:	MR MING YAO		
Home Address:	Address: 10 CHATHAM AVE Suburb: LOVELLY State: SA Postcode: 5032 Home Phone: Mobile: 0430315959 Email:		

Part of the problem

Sample Credit Application 4 pages (NZ – 9)

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frucor Commercial Credit Account Application
FRUCOR BEVERAGES (AUSTRALIA) PTY LTD
Level 1, 1 Alexandra Avenue, Rose Park SA 5067
Fax: (08) 3322 5211 Free Call (in Australia): 1800 052 254

Account Number: 622764 (OFFICE USE ONLY) SALES REP DAVED

Details of Applicant please ☒ whichever is relevant

☒ Company ☐ Sole Trader ☐ Partnership ☐ Club
☐ Association ☐ Educational Institution ☐ Govt Dept ☐ Other

Company Name JSMC PTY LTD Trading Name Foodworld Elizabeth Downs

ABN/ACN 68624611758 Estimated Monthly Spend 31k

Registered Office Address: _____
Suburb: _____ State: _____ Postcode: _____
Phone: _____ Fax: _____ Email: _____

Business Trading Address: Shop 6/34 Hambly Rd
Suburb: Elizabeth Downs State: SA Postcode: 5113
Phone: 0882520300 Fax: _____ Email: eliza.foodworld@gmail.com

Postal Address (if different from Business Trading address) Address: SAME
Suburb: _____ State: _____ Postcode: _____

Directors and Officers
Provide full details for each director or officer. If a partnership, provide details of each partner. If insufficient space, please attach a separate sheet including the details.

1 Full Name: TIAN HUA ZHANG
Home Address: Address: 28A NADSTOCK STREET
Suburb: WOODVILLE State: SA Postcode: 5011
Home Phone: _____ Mobile: 0433087650 Email: _____
Date of Birth: 24/06/1980 Drivers Licence Number: AE6671

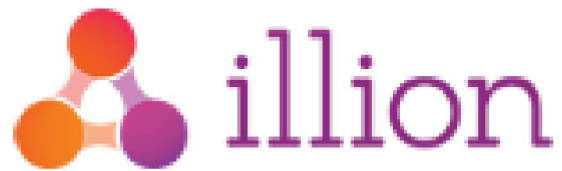
Directors and Officers
Provide full details for each director or officer. If a partnership, provide details of each partner. If insufficient space, please attach a separate sheet including the details.

2 Full Name: MR MING YAO
Home Address: Address: 10 CAIRNS AVE
Suburb: LOCKLEY State: SA Postcode: 5032

Postcode: 5113

Email: eliza.foodworld@gmail.com

Transition began but...

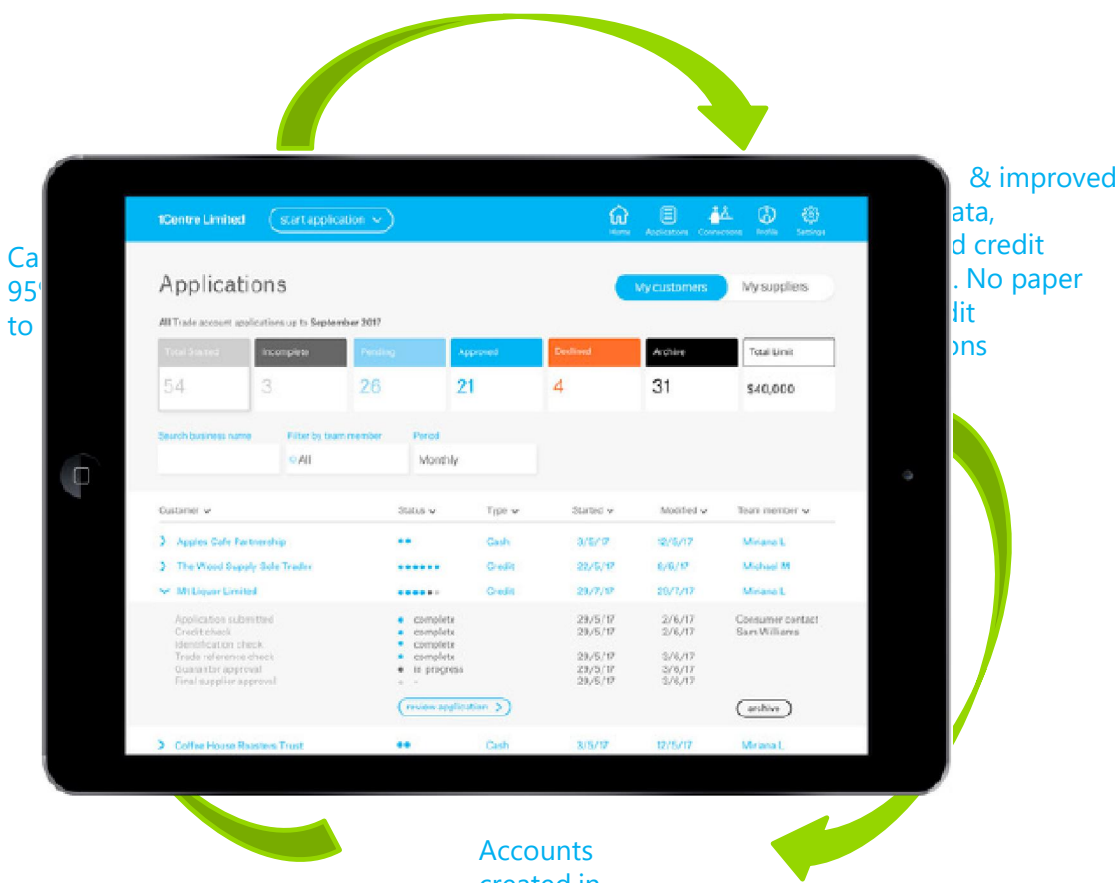
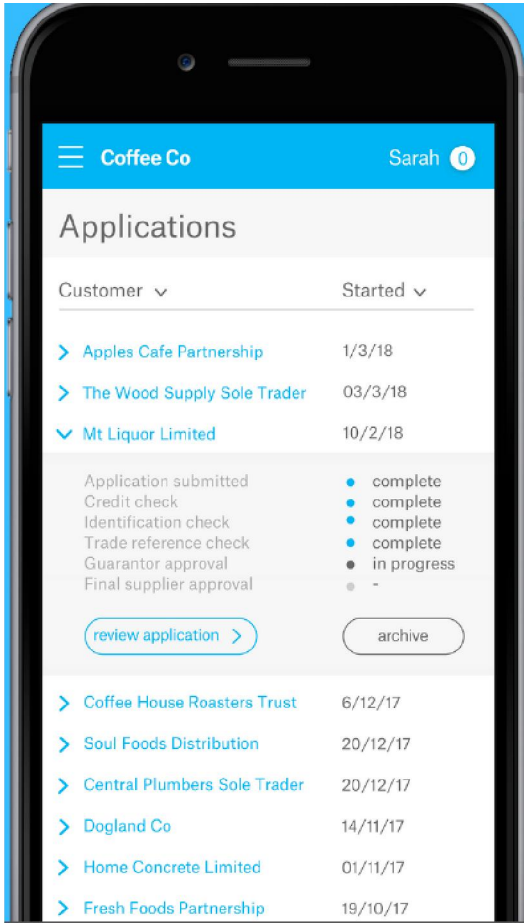


Was it solving enough of the problem for my customer?

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The Solution

The 1Centre customer on boarding platform



The quickest project, the best people



Key benefits



Credit team

1. 800 less calls per month
2. More time for collection calls
3. Faster decisioning
4. Improved master data
5. Full visibility & messaging



Sales team

1. Paper & manual processes removed
2. Live visibility of application progress
3. Full suite of notifications
4. More time in store doing business



Customer

1. World class user experience
2. Onboarding process, fast & easy
3. Pre-population of key data
4. Easy to navigate
5. Live in product support

System Demo

<https://1centre.freshdesk.com/support/solutions/articles/19000099176-how-to-send-trade-applications>

<https://1centre.freshdesk.com/support/solutions/articles/19000102301-au-customer-completing-a-credit-application->

Questions....?