



Sika Doubles Monthly Deliveries with MobiWork

Sika is a leading global organization in the construction industry that manages over 500 material and chemical products for all construction needs with markets in concrete production, sealing and elastic bonding, waterproofing, covers, floors, rehabilitation and reinforcement, and industrial manufacturing. The company is over 100 years old, with its earliest foundations dating all the way back to 1910. Though its main site is in Switzerland, they have 200 sites worldwide ranging from the US, Mexico, Central America, Columbia, Brazil, Peru, Ecuador, and Argentina. Sika is known for developing and marketing a variety of admixtures and additives that are used in the production of concrete, cement, and mortar. Due to performance requirements on concrete and mortar increasing, there is a much higher demand of the admixtures and additives. Consequently, Sika has inevitable potential for growth.

“Thanks to MobiWork, we have easily doubled our monthly deliveries (over 1,500) with the same team and we expect even more growth.”

- Israel Perez, General Manager of Logistics and Customer Service for Sika

Industry:

Construction

Regions:

Worldwide

Key facts:

- Over \$800 million in revenues
- 15,254 employees
- Present in 76 countries
- 1,500 monthly deliveries

Headquarters:

Main headquarters in Switzerland, Latin American headquarters in Columbia

Website:

gtm.sika.com

Key Challenges: Keeping up with the workload and the customer queries

The issue for Sika was not obtaining orders, but how many they were actually able to complete. They struggled to finish the amount of deliveries they had a demand for, which was about 750 per month at that time. In addition, Sika would receive

between 50-60 calls from customers typically inquiring about the delivery status. But the call doesn't stop there; the call from the customer would go to the dispatcher, the dispatcher would have to contact the driver, and then the dispatcher would have to call back the customer to give them the update. Unfortunately, Sika suffered from much confusion and wasted time. They were searching for an innovative solution that could capture and store all of their information in one organized place. Since their goal is leadership in the market, they needed more focus and a more streamlined approach, especially on a customer service perspective.

Results: Control, Ease of Use and Growth

All of this wasted time and confusion has been eliminated with MobiWork. The amount of deliveries that Sika is now able to complete in a month has doubled since MobiWork was put into effect. Now, **they are at 1,500 deliveries monthly (over 100% increase with the same team)** and are able to do so with ease and efficiency, and without the need to add more drivers. The reason Sika is able to have so much more success with MobiWork in action is because they are now able to provide the customer with real-time visibility. This allows them to see the delivery and send email notifications to the customer. This provides added value which differentiates themselves from the competition. Something that stands out the most is the amount of control that they now have. Digital control of the deliveries was a huge advantage and improvement for Sika, considering they used to rely on excel and other manual means on paper. **“Being paperless has made things so much easier and leaves virtually no room for human error. Everything is now in a central location that our users can access anywhere at any time.”**

MobiWork caught the attention of Sika with its ease of use of the software that provides a workflow and framework that would allow them to better handle their workload. This allowed Sika employees to learn the ins and outs of MobiWork effortlessly. The quality of data makes for not only better results, but also for consistent results. **“You really only need a couple of clicks to get the work done. And it's practical.”**

Moving forward, Sika has plans for a manufacturing plant to be built in Guatemala in quarter 4 of 2018 and they expect to triple orders and deliveries from what they are doing today. Usually more deliveries mean more workers, but they believe that with MobiWork, **“we expect to triple (a 300% increase) our current orders and deliveries with a minimal increase in staff”**, therefore making more money while saving on labor costs. It is extremely important for Sika to provide their customer with additional services outside of their traditional products, and MobiWork provided this for them. They have mastered about 60% of what MobiWork is capable of, but they will continue to learn more and utilize its features to better themselves with excitement for what the future holds.