

How Does Staying on Top of Customer Sentiment Help a Major Food Provider Serve People Better?

Whether you are in a school, hospital, airport, or coal mine, one thing is always certain – you’ve got to eat. Part of global foodservice leader Compass Group, GR Serviços e Alimentação (GRSA) provides world-class food service and support to businesses and organizations in hundreds of cities across Brazil. And, with more than 2,000 operating units, staying on top of customer needs can be tricky. To make it easier to work with clients and relay critical information back to the business, GRSA decided it was time to help its field workers go mobile.

With BlueBoot Mobile Forms running on SAP® Cloud Platform, GRSA teams can perform customer satisfaction surveys on-site and communicate issues back to business units right away – even when they are offline. This means the company can address issues and concerns more quickly, including submitting approvals and following up on adjustments. All this helps ensure GRSA customers are happy – and millions of people across Brazil get through their days well fed.



“There is nothing that brings down productivity like a hungry workforce. GRSA is here to make sure our clients can feed their people and customers quality food with speed and efficiency. Our **teams in the field need to stay connected to clients so we can meet their needs.**”

Paulo Fangundez, IT Project Manager, GR Serviços e Alimentação Ltda.

GR Serviços e Alimentação (GRSA) provides meals and food services to millions of people across Brazil each and every day. It is critical that the company keep its finger on the pulse of client sentiment. To do this, it deployed BlueBoot Mobile Forms on SAP® Cloud Platform. Now GRSA field workers can collect surveys and other data from clients using any mobile device – whether on- or offline – and relay information back to operational units to quickly address issues and improve customer satisfaction.



1.5 million
Meals delivered each day



400
Municipalities served



~2,000
Operating units





Going Mobile to Track Customer Sentiment with **SAP® Cloud Platform**



GR Serviços e Alimentação Ltda. (GRSA), part of Compass Group
Sao Paulo, Brazil
www.grsa.com.br (Portuguese)

Industry
Professional services

Products and Services
Food preparation and support services

Employees
>35,000

Revenue
US\$26.26 billion
(Compass Group)

SAP® Solutions and Services
SAP® Cloud Platform, SAP Cloud Platform Mobile Services, and the SAP Cloud Platform Connectivity service

GRSA deployed BlueBoot Mobile Forms on SAP Cloud Platform to stay better connected to client needs. Now field workers can monitor customer satisfaction on-site, and GRSA can respond nimbly to concerns.

Before: Challenges and Opportunities

- Improve customer satisfaction tracking by adding mobile capabilities
- Reduce response times for customer relationship management demands
- Find a standard, scalable solution that is built on a world-class, future-proof platform

Why SAP and BlueBoot Business Software

- SAP Cloud Platform – a powerful platform-as-a-service offering for building and deploying apps that eliminates the need for on-premise infrastructure and technical support
- SAP Cloud Platform Connectivity, which includes cloud connectors to connect and integrate native on-premise systems to SAP Cloud Platform and to interconnected cloud systems
- SAP Cloud Platform Mobile Services designed for SAP Fiori® apps with full offline functionality
- BlueBoot Mobile Forms – a powerful yet simple way to collect offline data and fill in dynamic forms using the maps, camera, and GPS from any device

After: Value-Driven Results

- Greater mobility with ability to complete operating unit audits and client satisfaction survey checklists on mobile devices in the field, automatically notify key stakeholders of critical points via e-mail and text message, submit all forms to the cloud and build easily accessible reports on KPIs, check up on any location even without an Internet connection, and follow workflows, submit approvals, and implement action plans using mobile devices
- Improved service and a closer relationship between customers and the commercial department thanks to fast sharing of data with customer support
- Better, more dynamic customer interactions that provide faster insight into areas requiring attention and help increase customer satisfaction

Featured Partner



>100

Employees using the app

100%

Faster completion of customer satisfaction surveys

24x7

Mobile access from any device

“With BlueBoot Mobile Forms on SAP Cloud Platform, we can **act on client needs from the field. We are more efficient and can serve clients better.”**

Paulo Fangundez, IT Project Manager, GR Serviços e Alimentação Ltda.

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