



Mouhalis SA  
Athens, Greece  
[www.mouhalis.gr](http://www.mouhalis.gr)

### Industry:

Consumer Goods

### Annual Revenue:

US\$198 million

### Employees:

180

### Oracle Products & Services:

Oracle Database  
Siebel CRM  
Siebel Consumer Goods  
Siebel Call Center  
Siebel Sales

### Oracle Partner:

Singular Logic  
[www.singularlogic.eu](http://www.singularlogic.eu)

## Mouhalis SA Improves Customer Service and Satisfaction with Expanded Business Intelligence

Founded in 1974, Greek company Mouhalis SA supplies more than 5,000 small retail outlets—including kiosks and mini-markets—with a variety of goods, including tobacco products, telephone cards, food, snacks, and beverages. The company, which is a leader in its field, is widely viewed as a business bridge between producers and the small retail market.

### Challenges

- Strengthen relationships with existing and prospective customers
- Provide managers with meaningful and actionable information to drive further growth
- Increase the effectiveness of marketing campaigns by improving insight into customer behavior and needs

### Solution

- Deployed Oracle's Siebel applications for customer relationship management, improving Mouhalis' analytic capabilities and driving more effective product-positioning campaigns
- Provided employees with real-time access to centralized, up-to-date customer information using Oracle Database 10g
- Improved Mouhalis' ability to deliver tailored customer service by assessing each sales point, defining an appropriate strategy, and positioning new products and services accordingly
- Improved customer satisfaction through an increased number of field visits and off-site order taking
- Significantly reduced the time required to close customer service requests by standardizing the handling process
- Gained the ability to deliver meaningful reports that enable managers to identify opportunities for improvement and growth
- Facilitated cross-sales between group companies
- Worked with Oracle Partner Singular Logic to ensure a smooth and timely implementation that involved creating a batch/real-time interface with Mouhalis' existing enterprise resource planning system