FEEL2SALES – Make nutrition information easy and get feedback from your consumers with digital labels

oreka i.t.
corporate balance

Feel2Sales is a web service by which, it is possible to obtain feedback from end consumers and send this data to the CRM. Including QR codes on product labelling, you can also make relevant and, in many cases, legally obligatory nutritional information available to the costumers.

Who is it for?

- To those companies that comercialize consumable products through distributors or intermediaries, and want to achieve one of these goals:
- Provide nutritional information on the product without burdening the labelling. In many cases, this is a legal requirement, such as the **mandatory requirement to include it on products like wine from 2023.**
  - Obtain a feed-back of the product after its final consumption.
  - Track how the product is offered by these distributors or intermediaries.
  - Collect data from end-consumers for commercial and promotional use.
  - Conduct product surveys with end consumers.

Technological solutions and advantages.

It is a web service available in the cloud, which allows the creation and management of QR codes to be included in the labelling, through an intuitive and very easy to use panel.

- As the information is not printed directly on the label, it is possible to modify and update it from the management panel, so that up-to-date information is always available.
- The same web service is accessed by the end consumer to consult nutritional information, report a problem with the product, give their final rating, complete surveys and submit their data for commercial purposes if they wish.
- In the standard version, **designed and integrated to send this data to SAP SALES & SERVICE CLOUD (AKA Cloud for Customer), where incidents can be tracked and commercial data can be exploited.**
- Identification and linking QRs to product batches.
- Possibility to upload batch master data, product and nutritional information from an ERP system.

Why OREKA IT ?

- We are SAP Gold Partner
- SAP Recognized Expertise in Human Capital Management.
- Specialists in SAP business management solutions for companies and public institutions in any sector.

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