



The Consultative Approach – Grupo Roble Testimonial

Customer Focused

At SMS, we pride ourselves on listening to customers and providing the solutions that will allow them to achieve their goals.

In today's blog, we share one of our customer's experiences with us, which demonstrates the consultative approach we undertake.

Grupo Roble

When Grupo Roble contacted SMS for their traffic counting project for their mall stores, they had already inquired with other vendors and were still uncertain.

During the first call, we listened to their requirements, and we inquired to the reasons behind the project. Being the operator of numerous malls in Central America, it was important for them to have an accurate, reliable and cost-efficient method to keep track of the massive amount of customers that pass through their malls. Additionally, they had numerous entrances to cover and some of them with complexities.

Assessing the Situation

With this important information in hand, we took the time to go through the different people counting solutions that exist, and one by one explained why they would, or would not be

appropriate. We then proceeded to do a full review of the pictures of all entrances, to ensure the solution would perform as expected, and that any limitation would be explained and understood.

We communicated at length with the customer to ensure their requirements were understood.

Specific Requirements

On the software side, Grupo Roble was specific on what they wanted to obtain. They understood their business needs extremely well and had a clear vision of the type of reports they desired, some of which were specific and complex. We proposed to integrate their exact requested report in our system, ensuring they obtain the information the way they needed it, to get the maximum return on their investment.

Finally, yet importantly, Grupo Roble already had a project going on for wiring their mall, we provided exact mounting points and installation details to their cabling team, which provided important cost savings and a smooth process for the final installation, which we managed by leveraging a global installation partner, WJ Global.

Successful Implementation

Today, the system is rolled-out in most of their malls and SMS support team constantly monitors the systems.

Here are a few words from our customer regarding his experience with SMS:

“Working with SMS has been a pleasure, the process was made easy through their service, and the information has proved to be very valuable. We highly recommend traffic counters and the analysis of the information provided by SMS.” – Fiorella Bettaglio Boet – Commercial Manager Grupo Roble – El Salvador