

Customer Case studies

CUSTOMER summary



Fruitways Marketing was established in 2000, and is a fresh fruit exporter as well as being a producer, packer and marketer of fresh apples and pears. They supply their products to retailers and wholesalers around the globe and pride themselves on delivering quality fresh fruit to their customers.

KEY questions

1. When was Prophet installed at your company?
6 years ago, for an industry version of something more sustainable for the future.
2. Why did you join Prophet?
They adapt to our business flow, are a user-friendly system and offer flexibility to help growth.
3. What elements of Prophet do you use?
QX.
4. How has Prophet benefited your company?
By integrating information and intelligence efficiently with customers and packing stations in the fast-pace market.
5. Why is Prophet a long-term partner?
We realized a few years ago we can't approach some of these things on our own, we find solutions together, they've been a good partner to us.



CUSTOMER quote



Hendre, Carli, Zelde & Stephan

"We find solutions together." *Stephan Viljoen – Supply Chain Manager*

"We selected Prophet due to their agility and speed to fulfil our needs."
Hendre Claassen – IT Manager

"Prophet understands our business and they can adapt to our needs."
Carli Mills – Sales Accountant

"Prophet is user-friendly and the flexibility allows us to grow." *Zelde Kennedy – Logistics*

ACCOUNT manager quote



"I have been involved with Fruitways Marketing since 2012. I have regular contact with them to ensure that Prophet meets their expectations." *Rikus van Zyl*