UK's leading Biotechnology Company improves field sales productivity with FieldSalesPro

Industry
Biotechnology

FieldSalesPro

Benefits

- Ubiquitous access from a smartphone or table

- Stay in touch while on-the-go with access to customer data anywhere, anytime

- Business continuity and improved user adoption

- Improved sales and marketing effectiveness with mobile access solutions

- Enhanced opportunities for assisted/guided sales

- Improve Customer Experience

The client is a global entity that is well known for creating advances in animal breeding via naturally applied biotechnology and quantitative genetics. The business currently operates in the bovine and porcine sector, thus helping farmers to meet the challenge of growing global demand for milk, pork, and beef. The client combines the product and scientific excellence, global supply chain, distribution, and sales network to provide maximum benefit to their customers.

The client had deployed their current CRM as an organization-wide initiative. As a next step, they were looking for a solution that could help their field sales representatives to have a quick view of CRM data, from their mobile handsets. The plan was to make sure their field sales force always had access to the latest data, and to allow them to carry out their routine tasks such as Account Management, Contact Management, Activity management from their web-enabled handsets.

Challenges

The CRM they were using was available as a very efficient means to access centralized customer related data in the cloud. However, it was not mobile compliant, especially for lower-end mobile phones. In the absence of this, the client's sales representatives were using only spreadsheets to capture their daily tasks and then manually uploading them whenever feasible. This created a gap in terms of data accuracy, introducing a data visibility problem for senior management.

In addition, the client didn't want their sales force lack real-time access as they use the not so updated, not so secured process of storing data in files. Updating them in CRM at a later point created a productivity challenge and user adoption issues.

There was an increasing need for the Sales representative to carry out their Account / Contact / Activity management activities in real time, straight from their mobile devices. Typical issue found included pursuing the wrong opportunities, missing access to the real decision makers and generic value propositions with no differentiation

Solution

It was clear that extending the current CRM with a mobile solution would be crucial for the success of the CRM implementation. So, the company turned to Mobile CRM.

FieldSalesPro organizes and improves the efficiency of key sales processes including sales coaching, product cataloging, meeting effectiveness, and sales performance analysis.

Features

- Works seamlessly in Online and offline modes
- Extends products and customers that can be favorit to access offline
- Products can be tagged to prospects for quick access during meetings
- Schedule meetings with adequate insights on decision makers, real-time product catalogs, media, documentation, collateral and price offers
- Conduct and capture meeting proceedings, attendee participation, interest level and action items effectively
- Intuitive, real time and near time analytic for effective planning, learning across team members

Catalog Synchronization
Your Product Catalogs, Anywhere, Anytime

With a consistent user interface, you can easily access key customer information using quick lookups or filtered searches ensuring you always have access to the most up to date customer information, while in the office or on the road. This translates to wider customer reach, less turnaround time for responding to customer queries and above all the flexibility to stay connected 24/7.

Managing strategic accounts or business units - grows your revenue with existing customers and leading the sales process enables your field sales managers to guide their team through the chain.

FieldSalesPro seamlessly integrates with their current CRM and leverages the wide range of functionalities, best practices, and standard objects including contacts, opportunities, products, and customers.

Results

A field sales force of 200 users started using the FieldSalesPro on their iPADs. Their feedback in terms of new objects, changes in layout was implemented by quick configurations so that the application benefits everyone in the organization. Users especially liked the power of real-time information that improved productivity.