

Europe's leading manufacturer boosts its field sales productivity with Mobile Experience

Industry

Industrial
Manufacturers Utilities



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 leading pan-European multi-brand ceramics specialist. They design, manufacture, and market products with innovative design and functionality. The company's sales and customer service representatives cover a great deal of territory and need tools to help them work as efficiently as possible, wherever they are. The company found that using mobile devices instead of notebook computers improves the collaboration between field reps and sales managers.

Challenges

CRM users of the company were forced into the practice of capturing their daily activity on spreadsheets in a notebook computer, and then manually entering them in CRM later, when they have connectivity. The company needed a solution that could enable them to access real-time CRM data from anywhere and anytime. With their current CRM implementation in place, the company realized that their field sales representatives were unable to make the best use of the Cloud CRM data when they are disconnected on the field. Typical issue found also includes 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 revenue goals. It was also decided that this must be done in such a way that it works well in disconnected mode and connected mode in standard platforms. So, the company turned to FieldSalesPro.

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

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.

Catalog Synchronization

Access product catalogs from anywhere, anytime. Include real-time feature updates, offers, prices and tag them to your relevant prospects and opportunities. Your preparation in advance, could also serve as the outline for your initial call and improve your meeting effectiveness.

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

Sales Meeting Preparedness:

Schedule online & on-field meetings from anywhere & anytime. Tag relevant product catalogs, documents & presentations. Synchronize meetings with CRM integration. Capture and minute meeting attendees & details Enjoy more productive and collaborative meetings.

Analytics & Dashboards

Analyze pipeline opportunities to determine the actions required to meet revenue goals. Determine products and customer segments with revenue & pipeline contributions. Identify up-sell and cross-sell opportunities within existing accounts. Identify areas of sales process effectiveness.



This solution was implemented quickly and the screens were customized in such a way that there is minimal learning required. User adoption was a key reason for the application's success.

Results

Implementing FieldSalespro immediately enhanced the accuracy of data and users started seeing value in terms of less manual updates and improved productivity. This improved the usage and the customer metrics were reached in terms of mobile adoption and improved visibility on field sales operations. Customers too loved the new way of doing business with the client, which resulted in overall success.