



m-power your field workforce
business on the go!



m'apps - SFA

SFA on Enterprise Mobility Platform, Version 2.0

Product Case Study

Case Study: Increase Sales Team Productivity by last mile lead capture

Overview

Sales is one of the vital processes that keep any company going. The sales force is hired by an organization with the objective of relationship building and bringing more business from the customers. Sales force schedule meetings with the existing and potential customers with the agenda of discussing products/ services offered by their organization and bagging sales/work orders from these customers.

Challenge

The sales staff often wrestles with the challenge of managing new leads generated from a meeting, phone call or an advertisement all through the day. This calls for a need to build a more effective and efficient sales process for cutting the sales cycle & account management within an organization. The problem is compounded when the sales staff is spread over a wide geographical area including the remote locations. On the daily reporting front traditionally the sales team goes for the scheduled meeting and note down the points discussed in the meeting on paper. The management receives the update of the meeting only after the sales team comes back to office at the end of the day. This results in delayed next steps as no proactive decision/action can be taken to bag orders from the customers on the same very day:

Some of the highlighted challenges were:

1. Complex and inflexible paper based lead capture system on the field
2. No tracking of sales team spread across different locations
3. No environment of same day reporting & sending day end status; this resulted in sales reps losing key meeting elements
4. Delayed response time having chances of losing out to another competitor

5. High costs of automation on the field

Proposed Business Process/ Solution

After detailed analysis of the current sales processes, data needs and current reporting requirements, MobiQuest team proposed the following.

1. Identify mechanism to capture daily last mile visit data
2. Simplify and accelerate the speed of sales force reporting
3. Map all sales staff into one central Database and allocate them to region / location
4. Enable real time access to the updated potential leads that needed follow-ups
5. Create a flexible environment of input capture process from the field
6. Create a mechanism for Management to view real time / dynamic leads to help take valuable quick decisions
7. Create an environment of accountability for large countrywide sales force

The Platform: m'appsTM

MobiQuest proposed the end-end deployment of M'apps – SFA on the Mobiquest platform. The unique last mile data capture functionality of the platform would help resolve many current sales force reporting challenges for the organization.

The following Enterprise Mobility solution was deployed for the set of customers:

1. The m'apps platform allows the company in managing their own sales force i.e. create, activate or deactivate users
2. The company can edit and broadcast pre-configured lead management template to users on mobile
3. Hierarchy mapping of the entire sales force of the company is possible with the m'apps platform

4. The strong and robust m'apps platform helps the users with Version control management on every lead capture
5. The sales force can use the m'apps - SFA mobile application to update the meeting discussion in real time
6. The sales person can meet the same customer as many times and maintain versions of each meeting to keep a track of discussion held in each meeting.
7. The availability of real time information on user's mobile device help them keep track of all the potential deals that requires follow-ups
8. m'apps strong web based management reporting panel helps the management with real time reports having data export feature for further analysis

Business Benefits

1. Last mile connectivity to capture lead right from the source point
2. Reduced chances of missing any opportunity or key discussion items from the meeting
3. Eliminated the effort of filling up paper forms or updating from internet cafes at day end
4. Helped the company convert time into money as the sales teams are now focused on customer connect rather than generating manual reports
5. Reduced TAT to customers; chances of customer dissatisfaction and losing customers to the competitors can be reduced drastically
6. Increase in productivity and business growth
7. Ease of use and data capture hence minimal resistance in deployment of a countrywide application
8. Secure all sales process related data at one central space with complete control on defining data access
9. Real time data in hands of the management to drive proactive decision making
10. Cost effective – supported on most common basic mobile devices.