Case Study

Field Sales Management Mobile App

To boost productivity and revenue of a US-based business and technology solutions provider

PROJECT OVERVIEW

To establish and grow relationships with prospects & customers, the client was in pursuit of a mobile-based solution that enables easy tracking of the organization's sales force to better plan, manage, and close deals by integrating their contacts, locations, and calendars for higher productivity.

Platform	Industry	Country
iOS	IT	US

KEY FEATURES

The developed tool aids individuals, sales teams, and organizations to build & nurture customer relationships within their network. It enables them to enhance their performance regarding sales and leads to boosted profits.

▷ **Easy Discovery of New Leads & Accounts**

Hassle-free management of new leads and accounts on a mobile device with advanced search options powered with GPS capabilities to prospects anytime with daily recommendations

▷ **Leverage Extended Network**

Widen your range to reach out by leveraging the network of individual users and companies to tap into opportunities at the right time

▷ **Timely Updates**

Real-time insights on lead views about your saved leads and accounts to plan the future corrective action

▷ **Direct Communication**

Seamless connect for sales teams to contact & engage with prospects, gauge their interests and leverage the opportunity to convert them into a customer
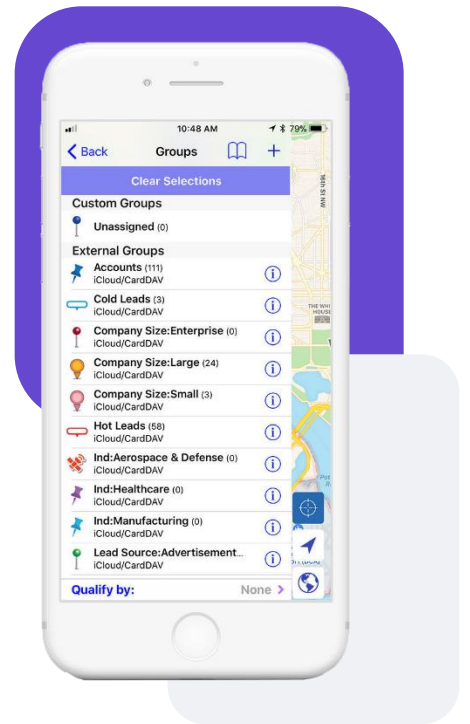
CHALLENGES

▷ Management of massive influx and volume of customers

▷ The complexity of managing multiple integrations

▷ Sales force planning based on historical data only with no room for immediate changes

▷ No real-time tracking of field sales individuals and hence no real-time updates

SOLUTION

The sales force management app offers the field sales individual to work seamlessly with everyday business operations as part of today's competitive landscape.

▷ Unified Single Mobile App

Helps stay organized with meetings, events, and other account updates on the go with just one app, even enables joining conference calls with a tap, and record meeting notes while in motion to access and update the CRM data anytime, even while offline

▷ Seamless Pipeline Management

The mobile dashboard offers automation of assembling, tracking the sales pipeline and management of opportunities beyond manual data entry
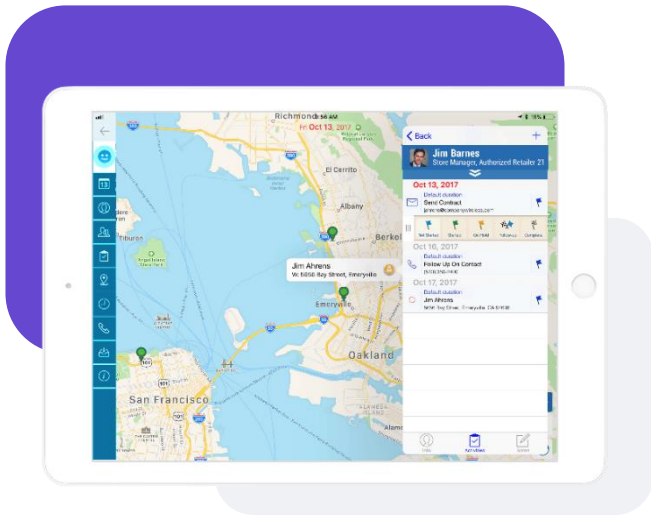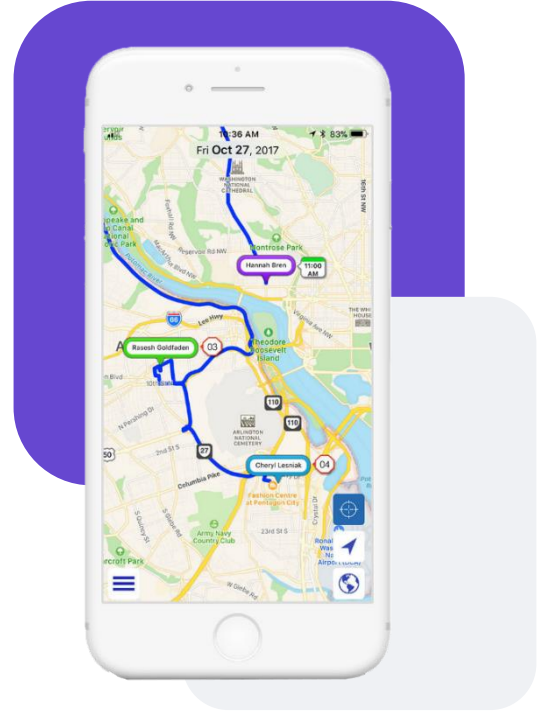
▷ Accurate Order Management

Streamlining of daily sales or service activities enables routinely manage/approve sales orders without tracking salespeople down for order statuses

▷ Multi-level Integration

Extending the tool kit capability for sales teams with right third-party integrations with leading enterprise CRM Data and personal data

TECHNOLOGIES & TOOLS

spring   WildFly   MySQL   aws   POSTMAN

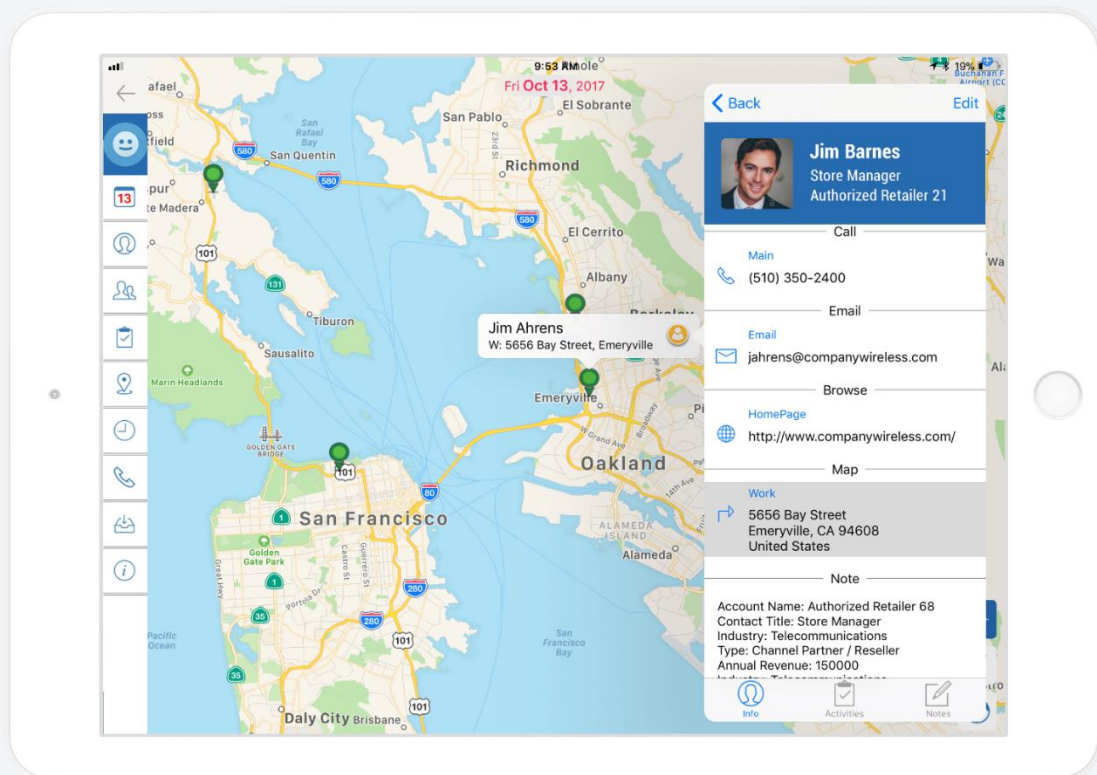# BENEFITS

43%

better sales prospecting & forecasting

20%

faster deal closure

4x

improvement in performance and reliability due to sales intelligence

PROJECT SNAPSHOTS

RISHABH SOFTWARE