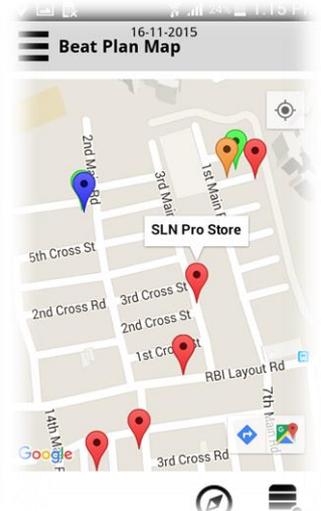




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Salesforce Enterprise Mobility App



The Need

The Client is a large Enterprise distributor of Consumer Packaged Goods (CPG). Just a single region for the Client has over 85,000 customers serviced through 65 branches with a sales force of over 400 foot salesmen.

The core distribution channel requires their sales personnel to visit their customers as frequently as twice or thrice a week. With such an intensive network, it is a business need to ensure immaculate customer servicing and efficient foot route mapping to ensure maximum coverage daily.

The foot salesmen required a technology solution that would

- Push their daily beat onto a mobile device, removing the need to visit their branch every morning
- Recommend an efficient routing to cover all customers allocated for the day
- Provide a fast mechanism to record customer visit details
- Facilitate next-day delivery of orders collected

An Enterprise Mobile solution was the obvious solution for the Use Case.



The Features

A centralized Salesforce Planner and Tracker application was designed and deployed with the following features:

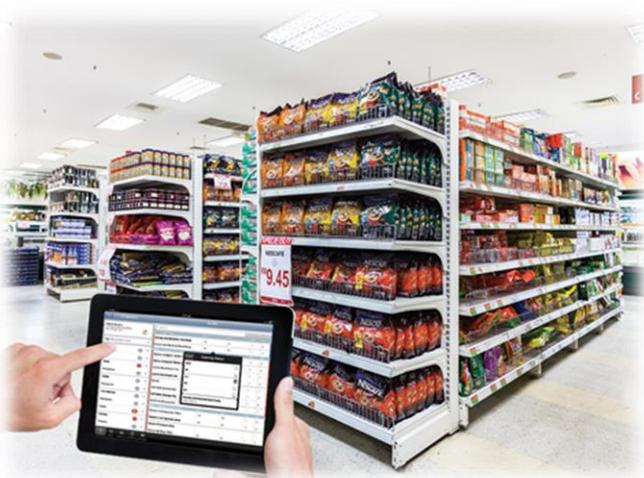
- Sales Executives and Delivery Executives have their daily routes pushed onto their individual Mobile Devices.
- Map based view of all Customer locations for the day are made visible to the foot salesmen.
- Optimal route planning is implemented, with the option for the salesman to alter the sequence of visits.
- Google maps driven turn-by-turn navigation provided to ensure fast and reliable customer reach.
- Quick logging of customer visits and visit details on the same mobile app.
- Instant compilation of orders collected for a next-day delivery action.
- Enterprise reporting of Sales and Delivery Executive performances



The Solution

This simple Enterprise Mobility Solution provides immense business value to the Distributor through workflow automation and mobility:

- **Higher productivity of the Salesmen and Delivery Boys**, since the Mobile application pushes daily beats to the individual Mobile Devices, obviating the need to visit Branch offices every morning to collect their routes.
- **Better customer servicing** because of a systemized and centralized workflow, ensuring more regular visits and 'next day' deliveries.
- **Complete Accountability** through tamper proofing the Sales and Delivery Executive activities using geo-positioning to track proximity of user at the time of logging a visit closure.
- Since it is a centralized system, near **Realtime Monitoring** of all activities of all foot salesmen is facilitated.



The Technologies

- Titanium Appcelerator
- PHP
- Web Services
- SOA & UML Design Methodologies
- Google Maps & Navigation Integration

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