



MOBILE SALES FORCE AUTOMATION APPLICATION

When your sales force is mobile, they're away from the most important thing that connects your business to customers—your Customer Relationship Management (CRM) database. Imagine if they could update information and have fast access to unlimited customer data while mobile.

Mob Sales by Consagous Technologies Pvt Ltd is a complete Mobile Sales Force Automation tool for sales and services organizations. The solution enables anywhere, anytime seamless sales data synchronization from the mobile to Desktop at the touch of a button and also provides detailed MIS reporting with graphics. . Optimizing the operations of the mobile workforce, on the move fleets and assets by extending the enterprise applications and information to their fingertips is imperative to gain a competitive advantage and improve field operations productivity.

HIGHLIGHTS

Industry: Sales and Distribution

Technology Domain: PALM OS, ANTROID, IPHONE, IOS, SYMBIAN, WINDOWSMOBILE.

BUSINESS CHALLENGE



In a highly competitive industry today, organizations are looking for mobile enabled sales force tools to facilitate sales staff with the most updated sales information for effective sales order capture and tracking, inventory management, and invoicing etc. Mob Sales fits this business case and is uniquely positioned to solve this problem.

- Online – Offline availability of the sales information.
- Inventory and Asset tracking.
- Multi-user support.
- Data Management using simple protocols e.g. excel, csv, html.
- Security Management
- Robust and reliable data synchronization



Mob Sales collaborates with world's leading businesses across domains, helping them automate paper based business processes and empower field force with information on the move, for increased productivity and better end customer satisfaction. Our high value comprehensive field force solutions enable enterprises to forecast service request demands and optimally deploy the field workforce for faster response. Our field force solution provides handheld mobile devices to field staff, which enables them to electronically update job status and access to an archive of technical information to help him service better. These solutions include features for scheduling, dispatch management, order management, work status monitoring, SLA adherence, rescheduling options, technician workflow, test requests, field billing and warehouse stock replenishment where required. For larger corporations, mobile systems can be integrated on a modular basis with existing IT systems, such as Siebel, Oracle, SAP, or proprietary in-house applications. The result is a comprehensive, end-to-end technology solution for the Consumer Products company supply chain, which includes mobile field organizations and their management.

BENEFITS



- Anywhere, anytime access to the sales data.
- Effective sales and order tracking.
- Customer Satisfaction as a result of better sales process.
- Quicker access to the information.
- Increasing profits by optimizing the cost associated with sales data management.
- Integration with enterprise backend.
- Tracking of Sales Force
- Managing appointments more effectively with wireless calendaring, email and corporate data access
- Increasing field productivity of workforce by around 20%
- Rugged enterprise class hardware options
- The underlying mobile framework abstracts the applications to a wide range of devices, including laptops and PDAs.
- easily integrates with back office CRM modules
- Effectively monitor field representative activities and results, thus measuring productivity.

SOFTWARE SOLUTION



- Consagous Technologies Pvt Ltd used its extensive mobility experience to innovate Mob Sales, a mobile enabled SFA tool. Mob Sales is designed specifically to streamline the functioning of sales process and helps in optimizing unit cost of the product. Information centric architecture design.
- Multi-user and single user mode with high scalability and reliability.
- Flexible design to fit into any requirements of the business.
- Componentized functionalities to allow the user's choice selection.
- Standard Data Exchange capability. Enhanced security management and user activity auditing facility.

Mob Sales makes the following features available to the field force:

- Area-wise list of contacts & Customers
- Product categorization
- Stock Check / availability
- Draft Purchase order generation
- Quotations-Drafts-Orders Tracking
- User & Sales Area scheduling
- Invoicing
- Mobile Printing
- Data Synchronization Event Log

CONTACT US



For further information please contact us:

Consagous technologies

Visit at: www.consagous.com

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