



Mobile Application to Enhance Sales Force Productivity

AT A GLANCE

COMPANY- Global CPG Leader in South Africa

INDUSTRY- Beverage

SOLUTION- Mobile Application that integrates with SAP, enabling the sales executives with access to real-time Customer Data and Product Information with Offline capability to enhance the productivity.



ABOUT UNVIRED

Unvired delivers solutions to enable the Digital Enterprise. Unvired mobilizes SAP, Oracle, and other backend systems, enabling greater employee productivity and customer satisfaction.

Headquartered in Houston, TX and with customers in N. America, Europe, South Africa, and APAC, Unvired is committed to its clients realize the benefits of enterprise mobility at a disruptively low cost and time to implement and continues to innovate in enterprise mobility.

BUSINESS CHALLENGES:

- Sales executives require real-time customer data, product, and pricing information during customer visits.
- Existing web-based mobile solution did not give access to real-time customer/product information
- Inability to create sales orders when there was no connectivity leading to business delays and customer dissatisfaction.
- Cross-Platform: have a heterogeneous application that can run on BlackBerry, Android & Apple devices.

SOLUTION:

- Mobile App to access SAP customer & product information, create sales orders instantaneously from the field - with or without connectivity

PROJECTED BENEFITS:

- Mobile App with real-time data. Eliminate sales order delays due to no connectivity.
- Eliminate vendor lock-in
- Reduced maintenance fee resulting in huge cost saving
- Reduce telesales workforce substantially.
- Improved customer satisfaction (customers prefer face-to-face sales rather than telesales)