



Field Sales Automation Mobile Application and Web Portal

The Company

A part of a well known diversified Group having interests in FMCG Products. It is the South-East Asia's largest Vermicelli Producer. It is a pioneer in introducing Short-cut Vermicelli, to the Indian Consumer. Their product range consists of Vermicelli, Macaroni, Pasta, Instant Food Mixes, Soups, Blended Spices, Ready to eat Indian Snacks and Sweets

Challenges

1. They used manual Sales ordering process using phone calls or by filling physical forms.
2. There was a lot of delay in Sales orders related submissions which was impacting the sales plan.
3. They used to receive sales orders through courier services, increasing their operational cost.
4. Unable to effectively roll-out schemes and offers leading to unsatisfied customers, impacting their business and revenue.
5. Sales managers were not able to monitor Sales activities effectively.
6. Management was not able to take right sales or business decisions in time.

Solution

To automate the Sales process, Empover i-Tech Pvt. Ltd. deployed a Solution using mobile based application in Android platform integrated with the Hosted Web Application. This enables the Sales representatives to collect Sales orders easily and quickly. The hosted web application is available to all authorized users to view the reports. This application also consists of a location tracker which tracks the location of the sales representative on an hourly basis according to his movement from place to place and also the location from where he is placing the order. The authorized users of the web application can view the Google map of the location from where the order is placed.

Features

1. Mobile application collects Sales order data by allowing the sales representative to
 - Choose the Distributor/Retail Outlet within a location
 - Choose the Item and SKU
 - Shows the related schemes offered on the item selected with the description
 - The rate of each item selected will be taken from the (Oracle) database and displayed
 - The total amount of all the items ordered will be calculated internally and displayed
 - Payment screen which allows the sales representative to type the Cheque/RTGS number
 - Onscreen signature and barcode capture
 - Update master data and personal profile data.
 - The location tracker feature will automatically track the location of the sales representative on an hourly basis according to his movement from place to place and also the location from where he is placing the order, using GPS feature in their android phones.
2. Administrator can maintain User, Distributor, Location, Shop, Item, SKU, Offers, Sales Person Route information, etc.
3. Reports on different dimensions,
 - a) Daily/ Monthly Sales Order reports Item/Date/Distributor/Representative wise
 - b) Daily/ Monthly consolidated reports generate the locations travelled by the Sales representatives every one hour

Tools and technologies used for implementation

Java, J2ee, Android, Java Script, AJAX, CSS, Apache Tomcat, MY SQL

Result

- Enabled sales representatives to collect data from customers and send to the centralized web application immediately using GPRS/ SMS which can be viewed by the managers immediately to take required action.
- Since Sales order data is being sent automatically from Mobile application to the server, all operational cost related to submitting sales report got almost eliminated
- Online Mobile data communication improved decision making process.
- Sales report through Mobile and web based applications improved individual productivity.
- Improved individual productivity by increasing sales and decreasing time spent
- More customer satisfaction with better and updated schemes and offers.

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