

UK's leading Biotechnology Company enhances sales productivity with mobile CRM

Industry

Biotechnology

Products & Services

Oracle® CRM On Demand
CRM++ Mobile CRM

Implementation Partner



CRMIT Solutions
www.crmmit.com

Benefits

- Ubiquitous access from any phone with internet connectivity
- Stay in touch while on-the-go with access to customer data anywhere, anytime
- Business continuity and improved user adoption
- Improved sales effectiveness with mobile access solutions
- Enhanced opportunities for assisted / guided sales
- Improve Customer Experience

The client is a global entity that is well known for creating advances in animal breeding via naturally applied biotechnology and quantitative genetics. The business currently operates in bovine and porcine sector, thus helping farmers to meet the challenge of growing global demand for milk, pork and beef. The client combines the product and scientific excellence, global supply chain, distribution and sales network to provide maximum benefit to their customers.

The client had deployed Oracle CRM On Demand as an organization-wide initiative. As a next step, they were looking for a solution which could help their Field Sales representatives to have a quick view of CRM data, from their mobile handsets. The plan was to make sure their field sales force always had access to latest data, and to allow them carry out their routine tasks such as Account Management, Contact Management, Activity management from their web-enabled handsets.

Challenges

Oracle CRM On Demand was available as a very efficient means to access centralized customer related data in cloud. However, it was not mobile compliant, especially for lower end mobile phones. In the absence of this, the client's sales representatives were using only spreadsheets to capture their daily tasks and then manually uploading them into CRMOD whenever feasible. This created a gap in terms of data accuracy, introducing a data visibility problem for the senior management.

In addition, the client didn't want their sales force lack real-time access as they use the not so updated, not so secured process of storing data in files. Updating them in CRM at a later point created a productivity challenge and user adoption issues.

There was an increasing need for the Sales representative to carry out their Account / Contact / Activity management activities in real time, straight from their mobile devices.

Solution

It was clear that extending Oracle® CRM On Demand with a mobile solution would be crucial for the success of the CRM implementation. So, the company turned to CRM++ Mobile CRM.

Mobile CRM (mCRM) is a web based application that lets you access your CRM data from your mobile devices using a simple internet browser. This application allows access to important CRM data such as contacts, accounts, tasks and appointments, allowing users to search, edit, create and delete information even in a slow 2G network.

Features

- Fully secure access using Oracle CRM On Demand credentials
- Ability to access and edit basic data about business records
- Extensible architecture to support additional fields, custom objects



With a consistent user interface, you can easily access key customer information using quick look ups or filtered searches ensuring you always have access to the most up to date customer information, while in the office or on the road. This translates to wider customer reach, less turnaround time for responding to customer queries and above all the flexibility to stay connected 24/7.

Sales representatives now get to quickly perform common and repetitive tasks, such as managing appointments, collaborating with team members and connecting with customer contacts using this application. Easy-to-use interface enables users to retrieve and update key customer information, to remove barriers to productivity and collaboration and generate user enthusiasm, resulting in better customer insight to improve customer satisfaction, reduce costs and increase sales.

Although CRM++ Mobile CRM application was cloud-ready, the client chose to host the application in their instances in an "On Premise" mode, which was implemented quickly and the screens were customized in such a way that there is minimum learning required for those who are already familiar with Oracle CRM On Demand screens.

Results

A field sales force of 200 users started using the Mobile CRM system in their devices. Their feedback in terms of new objects, changes in layout was implemented by quick configurations, so that the application benefits everyone in the organization. Users especially liked the power of latest information in their hands and improved productivity, which helped the client reach their planned goals.