

## Europe's leading manufacturer boosts its productivity and sales health with Mobile Experience

### Industry

Industrial Manufacturers  
Utilities

### Products & Services

Oracle® CRM On Demand  
CRM++ Mobile CRM

### Implementation Partner



CRMIT Solutions  
www.crmits.com

### Benefits

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

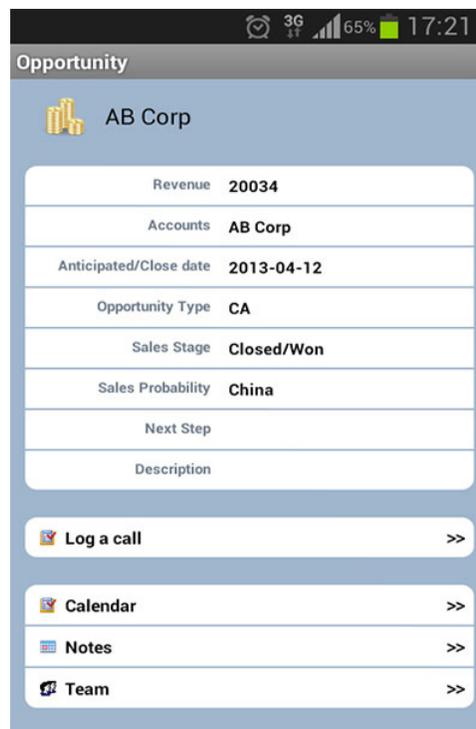
The client is a leading pan-European multi-brand ceramics specialist. They design, manufacture and market products with innovative design and functionality. The company's sales and customer service representatives cover a great deal of territory and need tools to help them work as efficiently as possible, wherever they are. The company found that using mobile devices instead of notebook computers improves the collaboration between field reps and sales managers.

### Challenges

CRM users of the company were forced into the practice of capturing their daily activity on spreadsheets in a notebook computer, and then manually entering them in CRM later, when they have connectivity. The company needed a solution that could enable them access real time CRM data from anywhere and anytime. With Oracle® CRM On Demand implementation in place, the company realized that their field representatives were unable to make the best use of the Cloud CRM data when they are disconnected on the field.

### Solution

It was clear that extending Oracle® CRM On Demand with a mobile solution would be crucial for the success of the CRM implementation. It was also decided that this must be done in such a way that it works well in disconnected mode and connected mode in standard platforms. So, the company turned to CRM++ Mobile CRM.



## Features

- Fully secure access using Oracle CRM On Demand credentials
- Ability to access and edit offline basic and related data about business records
- Search online, when required
- Extensible architecture to support additional fields, custom objects
- Extensible integration with phone functions
- Support for varied devices, screens

Mobile CRM (mCRM) is a native application that lets you access your CRM data from your mobile devices. This application allows access to important CRM data such as contacts, accounts, notes, tasks and appointments, allowing users to search, edit, create and delete information even when they are not connected to the CRM system. Once they are back in office, or whenever they get connectivity, all the changes can be securely synchronized with CRM automatically.

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. Integrated contact, accounts and calendar management capabilities with 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.

This solution 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. User adoption was a key reason for the application's success.

## Results

Implementing Mobile CRM immediately enhanced the accuracy of data and users started seeing value in terms of less manual updates and improved productivity. This improved the usage and the customer metrics were reached in terms of mobile adoption and improved visibility on field sales operations. Customers too loved the new way of doing business with the client, which resulted in an overall success.