



Sales Report Mobile Application

The Company

A leading global brewer company with four of the top ten selling beers in the world, this is among top two companies in over 20 key markets. It has a key presence in both developed and developing countries.

Challenges

1. They used manual Sales reporting process using phone calls or by filling physical forms.
2. There was a lot of delay in Sales report related submissions which was impacting the sales plan.
3. They used to receive sales reports 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 Midlet application integrated with the Hosted Web Application. This enables the Sales representatives to collect Sales report. The hosted web application is available to all authorized users to view the reports.

Features

1. Mobile application collects Sales report data by allowing the sales representative to
 - Choose the Location within a Depot
 - Choose the Retail Outlet within a location
 - Choose the Brand and SKU, Enter the Previous Day Sales (PDS), Chiller and the Closing Stock
 - Enter the Oldest Mfg. Date for the SKU
 - Select one or more schemes/offers
2. Administrator can maintain User, Depot, Location, Shop, Brand, Sales Person Route information, etc.
3. Reports on different dimensions,
 - a) Daily/ Monthly Sales report Area/distributor Representative wise
 - b) Daily/ Monthly consolidated Sales reports, such as Location/ Brand wise, etc.

Tools and technologies used for implementation

Java, J2ee, J2me, 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 report 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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