

CASE STUDY

CUSTOM MOBILE SOLUTION GIVES FIELD SALES REPRESENTATIVES THE COMPETITIVE EDGE

Client Background

Our client is an industry leader providing quality residential and commercial security solutions to help individuals protect their homes. The company is headquartered in the United States and has sales offices throughout North America.

Business Challenge

The company relied on a door-to-door sales model as one of the primary revenue drivers for their retail business strategy. It resulted in high Customer Acquisition Cost (CAC), and inefficiencies that jeopardized the scalability of their retail business and competitive advantage.

Project Description

The company partnered with SoftServe to automate and optimize key work processes for their field sales representatives and technical support staff. This was accomplished by creating a set of custom mobile solutions, fully integrated with the company's back office systems. As a result, it enabled the KPI-based sales process planning, monitoring and control in different areas, including territory, security equipment, team, and individual sales.

The solution was highly functional due to:

- Map View features
- Excellent tracking possibilities via Team KPI management
- Ability to use both SMS communication and APN for quick communication

The solution delivered a visual representation of the sales areas with an easy drag and drop feature along with rich calendaring features and an automated report generation process.

Value Delivered

The key business values included:

- Mobilizing the door-to-door sales process enabled the field sales team to access the required security equipment data from their mobile devices. This significantly reduced the load on their call center and resulted in total savings of more than one million dollars annually.
- Decreasing costs on post sales data entry by eliminating paperwork, resulting in tens of thousands dollars savings annually.
- Lowering reject rates and increasing sales close rates by more than 7%, with the use of a Digital Contract signature – a legally valid signature available right from the User Interface.
- Mobilizing the hiring process helped to increase the number of staff by 11%, as well as greatly improve employee morale.

SoftServe continues to work closely on new opportunities and business challenges on the company's strategy roadmap, now – after the company was acquired by the US largest full service electronic security provider with 70+ offices and more than 2,500 employees providing innovative business security products and appliances, expert installation and an excellent customer service experience for residential and commercial consumers through incorporating cutting-edge technologies.

ABOUT US

SoftServe is a global digital authority and consulting company, operating at the cutting edge of technology. We reveal, transform, accelerate, and optimise the way large enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation – from generating compelling new ideas, to developing and implementing transformational products and services. Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

Ultimately, we empower businesses to re-identify their differentiation, accelerate market position, and vigorously compete in today's digital, global economy.

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