CASE STUDY

SMART HOME TECHNOLOGY PROVIDER IMPROVES SALES PROCESS WITH IOS APPLICATION MODULES

Client Background

Our client is a leading smart home technology provider that offers home security, energy management, home automation, local cloud storage, and high-speed internet throughout the United States and Canada.

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Business Challenge

The client was looking for ways to improve the productivity of its sales representatives. They consulted with SoftServe to develop iOS application modules to improve the effectiveness of its sales process by:

- Automating some business processes
- Obtaining better control and monitoring of the sales process to improve sales predictability
- Reducing company costs by moving away from phone calls
- Ensuring company sales growth

The application needed to support both the iPhone and iPad. Additionally, new sales representatives would need to be trained on the application prior to the start of the selling season.

The Solution

The solution was developed during a nine 9-month collaboration between the SoftServe frontend and client backend team. SoftServe managed the project to ensure the it was completed by the agreed upon date. The application modules covered the following:

- Door-to-door sales process including street tracking, household search, credit check, product selection and pricing, selection of payment method, agreement preparation, and signing
- Sales administration process including car groups/sales reps/area management, leads management, and viewing statistics

Before the SoftServe team started the project, an SRS document was provided for Client approval to:

- Define the UX approach to be applied
- Ensure the requirements are understood and agreed to by both SoftServe and the client understanding by SoftServe team
- Determine the basic functionality, which would be delivered in Release 1 (due 4 months after the project start date)
- Define product backlog to identify the additional functionalities to be implemented after Release 1

The UI/UX was elaborated on by the SoftServe team, taking into consideration the client's corporate UI guidelines. Wireframes and UI mockups were approved on a constant basis with the client's core stakeholders.

The Results

The business value envisioned by the client includes a:

• Total annual savings of $750,000 in the account creation process
• Total annual savings of $500,000 in the contract processing process
• Total annual saving of $5 million between the applications and subsequent solution for Installers
• Total digital contract adoption rate is 88 percent

The client acknowledged the SoftServe team was professional, easy to work with and very helpful. And characterized the solution as "a tool for our sales force that will be used for years to help manage and capture data, create customer accounts, and increase sales accountability. This app will be an invaluable tool moving into our 2015 season, and we are very excited to see it implemented."

As a proof of a successful collaboration, the client initiated another project – a complex solution for the installation and service teams.

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way 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 are built on a foundation of empathetic, human-focused design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

Visit our **website**, **blog**, **Facebook**, **Twitter**, and **LinkedIn** pages.

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