Entersoft Mobile® SFA

Productive Sales Force
Efficient Field Marketing

BiT software

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Exploit Seamless Mobility

Mobile cutting edge technologies empower sales teams to respond quickly and effectively to business challenges and customers' needs, through a smart phone or tablet.

Corporate strategy, goals and targets are designed, implemented, monitored, controlled and optimized through the company's ERP and or CRM back office system. Thus, to capitalize fully on a mobile solution to automate sales, marketing and merchandising, for increased productivity, depends on the software's ability to be integrated with the existing back office system.

Entersoft Mobile® can be fully integrated with the existing ERP and/or CRM and become a single source of information throughout the enterprise to internal and external users.

Entersoft Mobile® SFA automates sales & field marketing processes

Sales and Marketing Efficiency

Entersoft Mobile® SFA facilitates corporate field sales, improving effectiveness in daily sales processes.

The software manages all necessary procedures regarding visit plans, offers, order taking, new product suggestions, product presentations, supporting documents, payments, receipts, records and handles complaints effectively and comprehensively, providing prompt and advanced customer experience. Furthermore, it manages and completes multiple and complicated merchandizing procedures, such as promotional material handling, brochures, stands, POPs, competition follow up and more, according to the company's merchandizing strategy. The merchandizer can easily and in a structured way fulfill questionnaires and complete surveys which are instantly recorded into the system. Marketing executives get direct feedback on significant issues like brand awareness, pricing, customer satisfaction, retail store evaluation, consumer demographics and so forth.
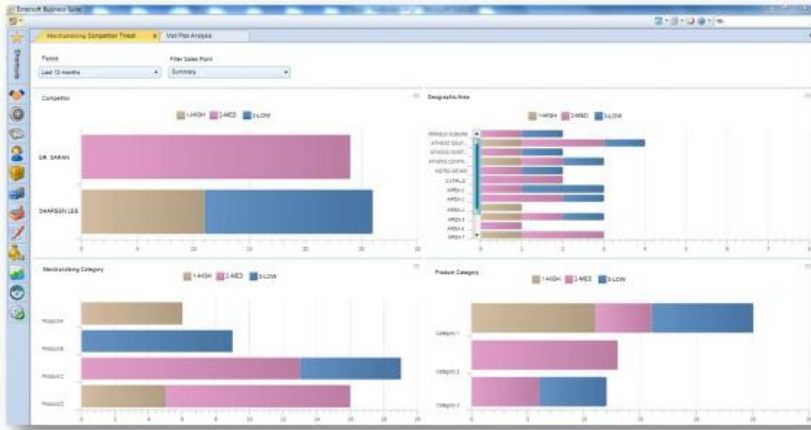
Entersoft Mobile® SFA, streamlines processes and enhances mobile executives' agility to access and handle real time data anyplace, any time. Entersoft Mobile® SFA, streamlines processes and enhances mobile executives' agility to access and handle real time data anyplace, any time.

Merchandising, Competition Analysis

Visit Plan

Enhance Sales Force Access to Information

Entersoft Mobile® SFA empowers sales executives with comprehensive and real time information allowing them to be focused, get informed decisions and achieve their targets faster and effectively.

Sales meetings are scheduled based on criteria, such as call frequency, importance, location and more, to streamline schedules with goals. Customer data, trade, pricing and credit policy, pending tasks, orders, deliveries, sales opportunities and more are handy to the sales executive and are managed on the spot to support high sales productivity.

Real time access to information facilitates decisions, provides faster service, and delivers better sales while reduces unresolved cases. Comprehensive data for products, their availability, documentation, etc., facilitate up and cross selling, delivering rich content relevant to the customer's needs and requests. Real time, easy order taking and instant inquiry creation enhances sales and shortens the sale cycle.

Entersoft Mobile® SFA user-friendliness assures quick user adoption

Boost Sales Team Productivity

Automated and streamlined sales processes with Entersoft Mobile® SFA enable faster and better sales, improve cross business communication, reduce unnecessary travel time and minimize bureaucratic procedures and paperwork.

The software boosts sales team's productivity and empowers them to provide improved customer service and reduced sales cycle.
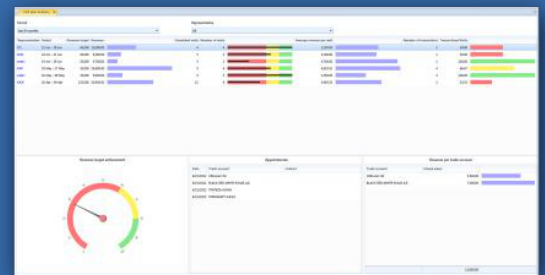
Sales Meeting Effectiveness

Near by Customers

Market Research Analysis

Improved Customer Service

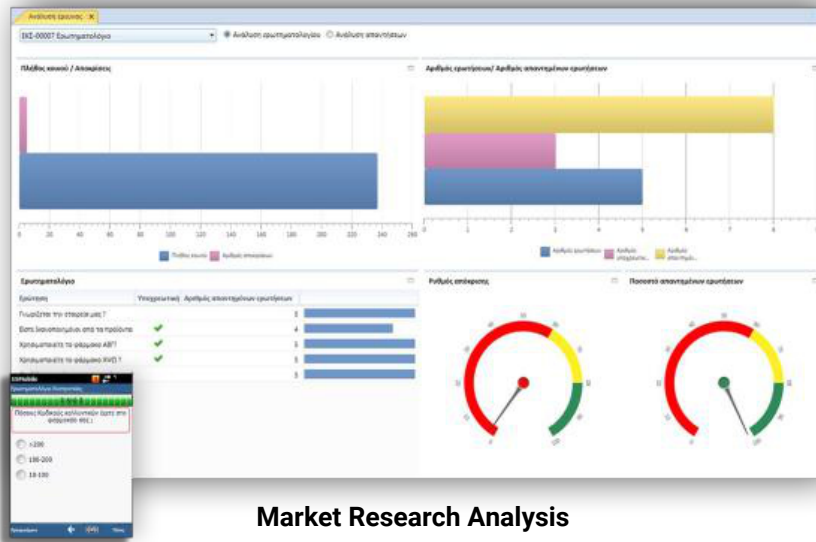Sales executives can be proactive and fulfill customer needs better than ever. Their Visit Plan is designed according to corporate strategy and targets balanced with customers' needs. Sales force people can effectively focus on each sales appointment to offer targeted proposals at a click of a button guided by the smart device, while at the same time have instant access to the required supporting material.

Entersoft Mobile® SFA is a „device intelligent" application that guides the user according to corporate strategy.

The software facilitates sales teams to apply corporate sales procedures and safeguards enhanced and quality consistent customer service.

# Entersoft Mobile® SFA Field Marketing

Merchandising

Merchandising strategy and execution plans are formed in the corporate back-office system and instantly passed on to mobile executives' smart devices. The user is aware in detail about the tasks he has to complete, i.e. stock counting, product replenishments, delivery or withdrawal of promotional material, order taking, competition monitoring and recording, merchandising agreements regarding space availability and so on. Entersoft Mobile® Merchandising is a stand-alone module.

Questionnaires and Surveys

Fulfilling questionnaires onsite strengthens the marketing function, since it provides instantly valuable information to understand market trends, competition activities, customer satisfaction levels and loyalty and more.

Entersoft Mobile® incorporates state of the art facilities to design and create questionnaires and surveys, at no time, carried out on the spot through a smart device.
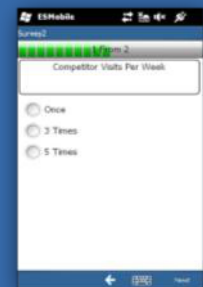
Questionnaires and surveys can be integrated into CRM campaigns, with static or dynamic recipient lists based on criteria. Different types of answers are supported, such as multiple choices, single choice, dates, or open text.

Entersoft Mobile® SFA consists of:

- Contact, Complaints, Lead & Opportunity Management

- Inventory & Catalogue Management

- Sales Activities Management

- Sampling, Order and Inquiry Management

- Merchandising Management

- Collections Management

- Questionnaires & Surveys

- Sales, Marketing and Merchandising Analytics

- GPSTracking, Geolocation Services

Instant Informed Decisions

Sales executives' daily tasks are automatically registered in the back-office, delivering real time detailed information regarding sales goals and key performance indicators (KPIs), such as average productivity per sales call (Strike Rate), average time spent in each meeting, daily turnover, collections, etc.

At the same time sales executives can get their own detailed reports to monitor their individual performance.

Sales analytics with reports, graphs and interactive dashboards, provide comprehensive monitoring of the daily achievements and overall performance, enabling accurate budgeting, better segmentation, increased customer engagement and targeted marketing campaigns.

Entersoft Mobile® SFA supports data driven decision making to respond to opportunities and change timely and effectively.
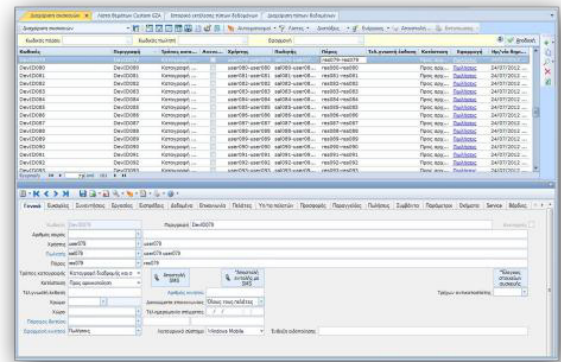

Targets by Geographic Area

Sales Comparison

Entersoft Mobile® SFA enhances sales team efficiency & customer satisfaction
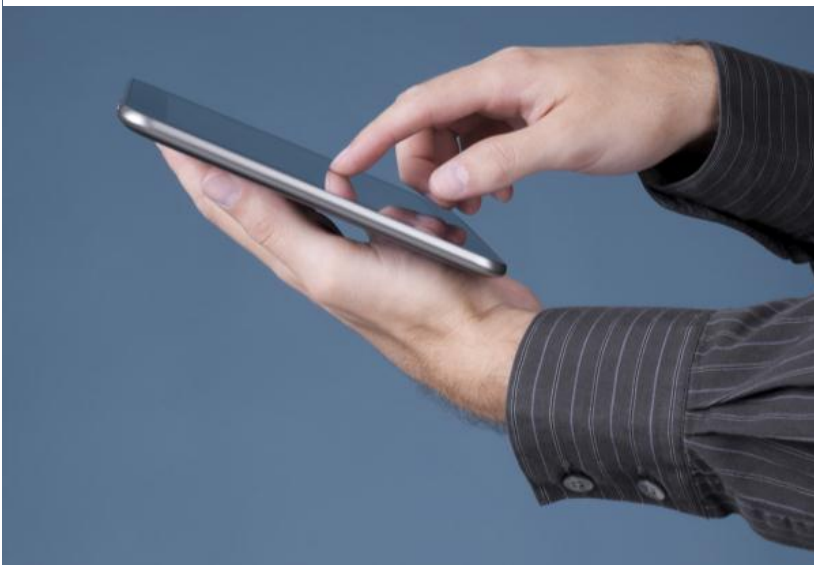

Device Management

Data Security

Entersoft Mobile® SFA incorporates a powerful security system through an Integrated Device Manager. It is equipped with a panic button that locks the application in case of emergency, while in case of loss of the device, corporate data can be erased instantly.

Device Selection

Selecting the appropriate device depends mainly on the usage needs. Some of the most important criteria however, are the type of use and working conditions, the size of the device and its screen, weight, durability, features like scanning, barcode reading, Wi-Fi, camera, video, and so forth.

Entersoft Mobile® SFA runs in many different types of devices to serve the diverse needs of businesses, such as Apple devices iPhone, iPad, iPod touch, Windows Mobile, Windows Phone, Windows 8 & Android compatible devices.

Specifications

Entersoft Mobile® SFA is a standalone application for smartphones and tablets. The application is developed on a variety of platforms, such as iOS, Apple devices, Windows Mobile 6.5, Windows Phone 7, Windows 8 and Android.

Its state of the art features can be integrated with the existing ERP and/or CRM to maximize effectiveness and productivity.

The software is multilingual and supports Wi-Fi, GPRS, 3G, VPN communication. Synchronization is performed according to parameters set by the business, i.e. connection of the mobile user to the back office or vice versa to one mobile user or a set of users.

Likewise, it enables real-time interconnection, whenever necessary, i.e. during order taking, or at set intervals or whenever Wi-Fi is available.

Multiple Installation Models

Entersoft Mobile® SFA can be installed either in a local infrastructure or in the Cloud. Cloud-based installation requires lower hardware costs and no software licenses, thus avoiding significant upfront investments.

The software can be used as a licensed product or as SaaS to offer billing flexibility to businesses that face seasonality, are developing or have fluctuating needs, as well as for enterprises that need to gradually evaluate the benefits of the application.

Loyal to its mission Entersoft develops scalable software to proactively cover the needs of our customers for increased productivity, optimized performance and proved return on investment.

Entersoft Mobile® SFA can be installed on premise or in the cloud

Reference List

Japan Tobacco International S.R.L. (JTI), Romania

Tobacco Production and Distribution
Sales Force Automation, Merchandising, Questionnaires, Surveys, Windows Mobile 6.5

Kontzoglou Bros Distributors S.A., Greece

Logistics
Sales Force Automation, iPad

General Chemical Products S.A., Greece

Distribution of Sanitary Product
Medical Visitors, iPad, iPhone

Olympic Foods, Greece

Food Distribution
Sales Force Automation, Windows Mobile 6.5

Vinprom Peshtera S.A., Bulgaria

Alcohol & Spirit Drinks Distributor
Sales Force Automation, Merchandising, Questionnaires - Surveys, Windows Mobile 6

Papaellinas A. Costas S.A., Greece

Health Care and Beauty
Sales Force Automation, Merchandising, Questionnaires - Surveys, iPad

Fa.Ca.D'oro A.E.

Jewelry Production & Distribution
Sales Force Automation, iPad

www.bitsoftware.eu | T: +40 368 412120 | contact@bitsoftware.ro