

How to Optimize Sales Force Field Reporting

For many, a mobile phone seems like nothing more than a basic communications tool. Millions of people around the world use phones every day to communicate with one another; but to a majority, it doesn't go any further than that. Nevertheless, it is possible to use a cell phone to do much more than simply talk or send a text message. There are many businesses out there that are growing rapidly through the use of cell phones that come with extra functionality or added capabilities that enable them to perform their day to day business tasks.

In general, cell phones that most people carry around are installed with applications more commonly known as apps that allow them perform basic functions.

In the business setting, mobile apps allow employees out in the field to access relevant work related data important to the delivery of products and services to the market. They can also use these same mobile tools to transmit all kinds of information to their bosses at HQs. This information is vital for business owners when making decisions, especially where they impact a business's profitability and overall growth. As a business owner, the more accurate information made available to you, the better and more accurate your decisions will be. Many bad decisions come as a direct result of not having access to the right information.

How It Works

Let's say you're a supplier of organic vegetables for a retail chain outlet, like Nakumatt. Using your cell phone, which is integrated with software that gives you additional visibility of your entire supply chain, you can easily make real time and quick decisions on your produce purchases and deliveries and ensure that the right produce is delivered at the right time and in the right condition, as requested by the Nakumatt store manager.

In another scenario, we have a Distributor who has a long list of sales agents pushing his goods to the market. Using the same mobile app, the agents out in the field can input sales and purchase data into the software system and even submit reports whilst at it. These reports can be as simple as how many leads they generated through a particular method, such as a physical bulletin board or cold calling, or they can be as complex as tracking, which leads became paying clients and will likely buy again. The reports can even be detailed further and enable you to track things such as, survey responses by both customers and prospects who chose not to buy. Responses recorded can be both quantitative and qualitative. In a nutshell, any information that can make your company stronger can be reported by your field force, if and when they have the virtual "tools" needed to do so. With such interactive and innovative tools at their disposal, your field force has the power to send you all kinds of important information, something that would never have been possible before.

What Would You Do, If You Could Speed Up and Optimize Sales Field Reporting?

Additionally, field workers are well known to hate doing "paper work", because it can be tedious and redundant. So it's not surprising that they often get behind on their reporting and only manage to do the bare minimum. However, with a phone or handheld device installed with custom mobility tools, your field force can send you everything, with just a few taps of their screen. This information is then automatically sorted, so it shows up in an easy to read format. At the end of the day, it improves their field reporting and accuracy and leaves them with more time on their hands to focus on more important work, like nurturing leads or better still, bringing in more sales.

Every day at Virtual City we help our customers improve and simplify the lives of their field force, by providing them tools that enhance their field reporting and in the long term, empower them to do their jobs more efficiently. If you'd like to know more about our range of mobile solutions tailored for any type of business, contact us today.

