Gain more with Automated Sales Processes.

**Do Big with Sales Force Automation**

- Real time sales updation
- Improves productivity with reduced interaction
- Authenticates the field force feedback

Call: 1800 266 1800
Email: dobig@tatadocomo.com
Visit: www.tatadocomo.com/business
Introduction to Vertical Applications

For a workforce on the move, the mobile device plays an even more significant role as it enables seamless access to company information as well as gives the workforce an opportunity to provide the organisation with real time updates through the day. Mobility applications from Tata Docomo enable employees of an enterprise to stay connected to their work even when they are outside their respective offices. These applications cater to enterprise requirements across a host of industry verticals. Enterprise can benefit from Tata Docomo mobility applications for:

- Closing service calls
- Sales order booking and leads update
- Courier and delivery workforce
- Market surveys
- Accessing reports and MIS
- Field force for money collection
- Retail audits

These applications are provided on a CAPEX or a Managed Services model and ensure that the enterprises’ objectives of making people more productive, processes more intelligent and customers more satisfied, is achieved in a cost-effective manner.

Sales Force Automation

Sales Force Automation resides on field sales person’s phone/tablet and is used as a tool to get daily tour plan, sales order updation, collection updation, real time tracking of sales person.

Solution Benefits

- Real time updation – A field sales person can take and update sales orders real time on the phone or tablet, which can get integrated to the backend system of an enterprise. They can also update collection from the dealers on a real time basis, which can get updated to the respective dealer codes in the backend
- Improve productivity –
  - As the entire updation happens over a mobile device, it helps in improving productivity by reducing unwanted interaction between the sales and backend which kills productive working hours
  - The application gives the benefit of improving the productivity as the Sales Managers do not have to visit branch on a daily basis for taking call sheet, thereby resulting in additional time to attend the calls, resulting in higher calls per day
- Integration with the inventory system – Since the application can be integrated with the inventory system it helps the Sales Manager to track the inventory and sell the material accordingly
- Improved customer satisfaction – As entire sales order and collection updates can be taken over a mobile phone, it helps in seamless flow of information and immediate response to the channel partners/dealers, thereby improving channel partner/dealer satisfaction as well
- Authentication of the field force feedback – The application helps to track the individual track for the day which gives a cross check, whether the executive has travelled the required path for the calls or not
Tata Docomo Advantage

Tata Docomo as an operator, brings multiple advantages for a customer in providing Business Mobility solutions

Benefits:

• Bundled offer of application, connectivity and device, if required
• Offered both on OPEX and CAPEX model
• Application runs on both CDMA and GSM network
• Hosting the services at Tata Docomo’s Data Centre provides data security assurance
• Application can be customised for each business

Network Architecture

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• Tata Docomo's Hosted Platform
• Customer's own Data Centre
  • Speech to text
  • OCR capability
  • Location integration [GMLC]

Technical Specifications

• Works on multiple operating system – Android, Windows & iOS
• Works on GSM & CDMA connectivity
• Application can be hosted at Data Centre of Tata Docomo and also at client’s Data Centre
• Integration possible with the clients existing ERP or CRM system

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