

AP CRM on iPad: EoZen to provide SPIR's sales teams with an innovative industry tool

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A new value-added solution combining two key talents of the SQLI Group: SAP CRM and mobile application design

SPIR Communication, a French heavyweight in print, online and below-the-line media tools, has entrusted the design of its SAP CRM iPad application to EoZen, the SAP division of the SQLI Group. SPIR Communication is looking to strengthen the performance of its sales teams by offering a user-friendly and attractive tool, making the most of its CRM solutions already in place.

SAP CRM on iPad: an organisational priority to manage SPIR's customer relations and sales performance

SPIR Communication had deployed the SAP CRM 2007 solution to provide its 2,000 daily users with the Group's SAP solutions and all strategic data concerning contacts and customers (over 380,000).

Rethinking its customer relations and strengthening sales team efficiency, the company decided to equip its sales representatives with a mobile tool that incorporated all the key functionalities of SAP CRM: appointment scheduling, business reporting, customer and contact management, etc.

The main objective: better targeted canvassing based on real-time data access and improved team productivity.

Rising to SPIR's strategic challenges:

SAP CRM expertise in mobile application design

With its expert knowledge of the SAP CRM solution on the back of 40 large-scale European projects (SAP Preferred CRM Partner since 2000), EoZen has embraced this exciting and innovative project for SPIR. This expertise associated with that of Sqli (the SQLI Group's ubimedia agency) in developing SmartPhone applications in general and iPhone applications in particular (MAAF, Alptis, PagesJaunes, Corsica Ferries and more) has enabled EoZen to orchestrate the project and its implementation as a whole: graphic and ergonomic design, creation of an original browser adapted to the iPad, development (Objective C) and launch.

Initial feedback is very promising and developments are already scheduled

User-friendly and attractive, the SAP CRM solution for the iPad was immediately and unanimously embraced by the sales teams. In particular, it allows them to update all customer data in real time. It provides a consolidated view of their progress towards objectives and allows them to efficiently track their business on a dashboard. They can also receive real-time marketing info through a private Twitter.

The iPad application also provides the sales pitches for each SPIR product (print, internet, mobile) and their local prices.

This tool's fast, low-cost implementation means better use of the CRM solutions on site. It also refocuses the sales team on its core business (rather than administrative formalities) and has contributed to a new customer relationship experience.

Some developments are already in progress such as live ordering which will be operational at the end of the year, and customer geo-localisation to help GPS navigation...

For Christophe Scarton, Director of Customer Relations in SPIR Communication's Media Department:

"This project follows a pilot on the iPhone designed by EoZen and Sqli. The teams were so enthusiastic about the new tool and the improvements in quality, reliability and productivity* were such that we believed it pertinent to develop its functionalities further on the iPad version.

Today our sales teams can update all client data (contacts, appointments, reports, etc.), track their business on high-performance dashboards, receive marketing news and read the information feed on a private Twitter...all in real time.

We can now fine-tune our customer/contact targeting to our different marketing campaigns, and improve the performance of our sales representatives.”

*Example of improvements:

- Data entry quality: 3.5 times better than on the exclusive web environment
- Appointment reports: the perfectly completed report rate has climbed from 75%

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