



Mindtree

Welcome to possible

Developing mobile enablement for the CPG industry

Mindtree partnered with a global CPG giant and developed a field sales enablement solution.

Business challenge

The traditional Customer Relationship Management (CRM) system used by the customer didn't allow their sales force to plan their journey. It also didn't provide them intelligence around performance of products or outlets under their portfolio. The customer needed a solution for their field sales personnel and Territory Sales Officers (TSOs), to improve their on field decision making, increase sales and enhance collaboration. In addition, it would allow their reporting officer to track performance.

Some key issues:


- Aggressive timeline
- Very complex deployment structure
- Designing solutions for rural area users with limited IT awareness
- Numerous vendors and third-party solution providers, requiring integration and interaction with all vendors and solution providers

Our solution

Mindtree partnered with the customer to develop an application that enabled on field TSOs to view all relevant data required for effective market work. Developed for Android-based tablets, the device has a browser-based application which syncs with Central Unify over the Internet to retrieve data. The TSOs will get the information related to sales data, field capability store details, outlet information, alerts and communications from the centralized server. They can post the data to the server through queries, forms, uploading excel files, images and journals. Mindtree developed and implemented the solution in four phases:

Business impact

- Improved supply chain in rural areas
- Increased productivity and enabled better decision making for TSO
- Client application on Samsung Galaxy Tab allows Territory Sales Officers (TSOs) to access relevant data
- Enables TSOs to submit required information back to the server



Phase 1: Base app provides the TSOs services related to information access conforming to their area and communication with the server for retrieving / posting relevant data. This enables them to take decisions based on data and real-time data sync with server.

Phase 2: Addition of security and device management features, remote lock / wipe out, SIM card guard, safe application installation, data security at device and more.

Phase 3: Integration of SMS gateway and preinstalled feature.

Phase 4: Integration of Google maps with the base app.

Our approach

Mindtree's BAs and technical architects created the functional scope and technical design for an Android tablet. This helped add value to the sales personnel's day-to-day work, enhance their productivity and increase topline growth. A phase-wise implementation enabled the customer to use primary functionalities quickly, while allowing us to add other ones to it. This also empowered the customer to track the user adoption of the solution and its effectiveness.

About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,000+ experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers to achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.