

CASE STUDY :

Mobilizing Field Services

Mobilized operations now ensure standardized, consistent delivery and service, regardless of location



Mobilizing Field Services

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With more than 59 years of activity, the client has been a case of national success. This leading group, one of the largest in the construction sector in Portugal, has been in operation since 1958 and includes expertise in different areas such as Engineering, Commerce, Industry, Tourism, Real Estate, Environment, Energy and Services.

Through more than five decades of activity, the client offers turnkey solutions tailored to the expectations of customers and business partners.

The company currently operates thirteen countries and is driven by continued growth in the international market.

Challenge

The client started planning and implementing their enterprise mobile strategy with the identification of a single, simple business need. Leads information coming from several different places was being accumulated into a single sheet and sent to managers. Most of the data coming in was of no interest to the client because the location or nature of the leads was falling outside their areas of interest. "We wanted demographic information because that's important for our lead-to-sales process"

What they wanted was to find more creative ways to get in front of the customers by helping the sales department do their jobs with increased efficiency so that they could close more deals.

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It was difficult

reading the

information in the

file format that we

received, and one

of the major issues

was to evaluate the

leads location.

Requirement

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The primary objective was to help the sales and marketing teams access business data and contacts on the go, identify junk leads at a glance, know which leads needed to be fast-tracked and standardize the field approach and refine marketing strategies. The company determined that to accomplish this, they needed the help of a real enterprise mobile solution which also has the ability to follow up via tasks, notes and general collaboration via chat. The key requirement of the application was that users should be able to geographically evaluate and view prospect locations on map with one-click access to details.



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If we could easily track and document target leads we came across, we would be able to easily incorporate those leads into our watch list and make the communication between our force easy and smooth.

Solution

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Before they started using the HokuApps mobility solution, finding the lead's location was difficult to determine and routing the appropriate technicians to the site proved time consuming. This added friction to the sales process and discouraged leads from moving forward.

So, the 59 years old construction company turned to HokuApps for help. With a combination of geo-location targeting and a real-time chat application, they adjusted their strategy to focus on high-performing areas, down to a zip and area code level.

The app created for the client automatically imports incoming prospects, geo-locates and plots them, helps spot good leads, and allows sales people to further pursue the leads aggressively by assigning them to the correct people.

The integration of Google Maps & Google Services helps the sales team to navigate easily to lead locations and schedule meetings in no time by a simple one to one communication via chat. They can easily tag a technician or field sales personnel for a job at the lead location with mobile push notifications on updates. Once tagged, the technician or field sales personnel receives a personalized message from the sales person with option to open up real-time chatting with them.



As a result of the new mobile solution, the client now has an enhanced cross-platform application with a simple user interface and geo tracking features. The sales team can now access the information on the go with one-tap actions from their mobile devices.

All the important information which the client wanted while reading and evaluating leads was easily integrated into a map based UI. Further, highly relevant information was attached to map pin leads thus making the situation easily comprehensible at a glance.

Collecting all this information helped the business better understand the impact of their strategy. It also offered insight into how to direct attention & resources to the best locations, departments, and key employees.



This simple app leads the way to visionary results that generate high ROI and maximum conversions. It increases the probability to meet the right contact at the right time.



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