

## Opinion: The value in ultra mobile IT

**One key skill that field teams can deliver is to drive retailer recommendation, a skill SERVICE INNOVATION GROUP provided recently through its UK operation for a major consumer electronics brand.**

For this activity we devised an ultra-mobile PC platform that provides a complete solution – not just for data capture but for sales support, training, reporting and team management, accessible to all stakeholders anywhere and at anytime.

For this electronics brand we used the SERVICE INNOVATION GROUP company, Mobile Collaboration Ltd to assess the specification and develop a custom-built system which could deliver the flexibility and instant response of an online system while ensuring that the software could work at anytime in any location.

The Ultra Mobile PC platform was developed as a consequence and it is a unit with the capacity of a laptop computer but about the size of a paperback book. We brought in top performing Sales Trade and Retail Specialists (STARS) to complete almost 2000 visits every 8 weeks.

We refer to this combination of processes, software, hardware and people as boost.

This IT and data solution:

- Plans and scheduled calls and optimizes journey times
- Captures data on a custom built form

- Captures photos and then stores the resulting data
- Provides historical information for reference during the call
- Empowers field management and decision making
- Accesses product info and a library of marketing collateral
- Collects training feedback from stores
- Monitors call targets in realtime
- Allows client reporting and campaign monitoring
- Provides the infrastructure for ongoing requirements in the future

Some of the figures achieved so far are very significant. Account management hours have been reduced by 70 per cent. Field staff required has been reduced by 50 per cent. Training and store visits are both up by over 100 per cent. Branded sales are up by 20 per cent. The infrastructure of IT cost is down by 35 per cent.

*SERVICE INNOVATION GROUP delivers process optimising solutions for sales and retail and is offering its services in all European core markets. At present more than 150 brands European wide are using SERVICE INNOVATION GROUP as their service partner.*

**Jergen Mueller is CEO of SERVICE INNOVATION GROUP**

