

GO MOBILE SELL BETTER AND FASTER

Wipro improved the sales productivity and process efficiency for a leading education solutions provider with a mobile iOS application integrated to Salesforce CRM



INDUSTRY LANDSCAPE

Salesforce automation is an enormous challenge for most enterprises. Multiple CRM systems for accessing marketing and customer information creates unnecessary complexity, decreases overall sales productivity and adversely affects business agility. Major players are exploring options to move their sales community to agile CRM platforms and adopt mobile CRM applications.

CLIENT BACKGROUND

The client is a leading global provider of customized and adaptive digital learning solutions, educational materials, information and solutions for primary grades, higher education, assessment and professional markets. With a user base of 11 million globally and digital content repository of more than 4 petabytes, the client's products and services are widely adopted and is available in more than 60 languages.

Sales representatives leverage the mobile iOS application, reducing the time to generate a new sample request to 45 seconds from 3-4 minutes

OPPORTUNITY

The client required an intuitive user interface for the on-field sales representatives, which could serve as a one-stop-shop for accessing marketing information and capturing key customer details. Through this mobile application, integrated with Salesforce CRM, the client was looking to improve:

- ◆ **Data quality and accessibility:** Ease of access to marketing information offline
- ◆ **Productivity of sales community:** Reducing the time spent on documentation post customer visits
- ◆ **System and process efficiency:** Manual compilation, authentication and updating

SOLUTION

Wipro and Salesforce.com jointly developed a native iPad application for the client, which comprised of end-to-end mobile architecture built on the Salesforce Platform. The solution included key modules such as – Daily Plans, Opportunity Management, Contacts, Accounts, Cases, Sampling and Activity Management. Wipro supported the salesforce.com team with the architecture and development of the application. Solution highlights included:

- ◆ **Data model design and architecture setup for mobile application**
- ◆ **Salesforce.com content implementation:** All documents migrated from legacy into salesforce.com content
- ◆ **Custom solution developed (leveraged by mobile application):** Presents marketing information to the sales representatives both online and offline

BUSINESS IMPACT

The client's sales representatives now use iPads for daily field activities by leveraging custom built iOS Application. Enhanced marketing visibility allowed sales representatives to access product catalogs and flyers, thereby enabling product branding and promotion.

This integrated mobile CRM solution also improved the data quality, time to market, efficiency and productivity:

- ◆ Time to create an opportunity was **reduced to 30 seconds from 1-2 minutes**
- ◆ **90% adoption rate** among sales representatives within the 1st week of launch
- ◆ Time to generate a new sample request was **reduced to 45 seconds from 3-4 minutes**

About Wipro's Salesforce.com Practice

Wipro has been a global salesforce.com partner for over 7 years, and has extensive experience in consulting and implementing business critical enterprise-wide solutions for its customers. Leveraging deep industry expertise, process capabilities, and cloud proficiency, Wipro has successfully delivered over 200 enterprise-class process transformation engagements, across industry verticals and geographies. Wipro has one of the largest pools of Salesforce experts supported by a dedicated Center of Excellence that focuses on developing innovative solutions, optimizing delivery frameworks, and enhancing user experience, to realize your 'Customer Company' vision.

About Wipro Ltd.

Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company that delivers solutions, to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology" - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation and an organization wide commitment to sustainability, Wipro has a workforce of 140,000 serving clients across 57 countries.

For more information, please visit www.wipro.com

©WIPRO LTD. 2013

"No part of this booklet may be reproduced in any form by any electronic or mechanical means (including photocopying, recording and printing) without permission in writing from the publisher, except for reading and browsing via the world wide web. Users are not permitted to mount this booklet on any network server."

DO BUSINESS BETTER

NYSE:WIT | OVER 140,000 EMPLOYEES | 57 COUNTRIES

CONSULTING | SYSTEM INTEGRATION | OUTSOURCING

WIPRO TECHNOLOGIES, DODDAKANNELLI, SARJAPUR ROAD, BANGALORE - 560 035, INDIA. TEL : +91 (80) 2844 0011, FAX : +91 (80) 2844 0256, Email: info@wipro.com
North America South America United Kingdom Germany France Switzerland Poland Austria Sweden Finland Benelux Portugal Romania Japan Philippines Singapore Malaysia Australia China South Korea New Zealand