



CASE STUDY /

B2B ECommerce App

iOS App

SERVICES

ECommerce | MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT
 CREATIVE & UI DESIGN | INTEGRATION | STRATEGY

CHALLENGE

The leader in fashionable eyewear wanted to make their sales office visits more efficient, so that more accounts could be visited each day. To that end, they required a mobile business-enablement tool that provided everything their reps needed to meet with their clients.

SOLUTION

Guidance delivered a robust iPad app where sales reps could track and monitor their accounts as well as their sales activity.

The account dashboard provides an aggregated view into the client's account detailing current inventory, order history, accounts receivables stats and any notes the rep may have entered for the account.

This dashboard also enables the sales reps to display and place orders from the latest, up-to-date product catalog without the need to carry each item.

The sales dashboard provides each rep with a status of their sales to date, return rate, and sales activity required to meet their monthly and annual goals.

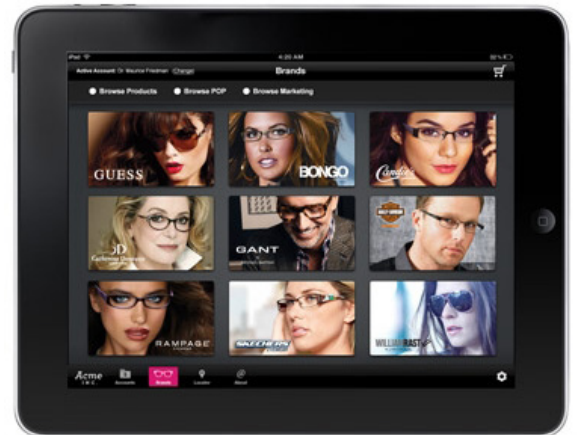
Guidance integrated the iOS app with Google Maps (office locator), the distributor's ERP, and much more.

INNOVATION

- Past orders can be easily reviewed per account and client inventory can be reconciled on-site.
- Sales reps can easily navigate to their clients' office with the integrated GPS geo-location finder.



App / Account Screen



App / Brands Screen