

Sales Training and Collaboration app for Automobile Sales Staff on Latest Product Information

Client is a leading global automobile maker. The client has been on the cutting edge of innovation when it comes to automobiles. They have led the movement on many processes that have defined the ways by which automobiles or any related products are crafted. Hence the customer has a strong focus on business process and quality.

Situation analysis

The client churns out new rosters of automobiles every quarter. Each automobile comes packed with a suite of features that sales staff needs to know about. The client also saw that they had a growing list of automobiles which meant that more and more learnable material would be generated. Hence, they sought a way to manage this information in a way that would be easy to access and easy to use and learn from.

The client also realized the need to allow sales staff to capture important information like notes, the prospect's contact details and objections.

e-Zest was able to tackle this problem with their idea of an app that would serve as a 'Sales Trainer' application. This application would allow sales staff to train themselves and it would also empower them to present information to the prospect.

The team at e-Zest also devised ingenious ways to keep the content inside the app, secure and yet easily accessible.

Client Requirement

- The vision of the Sales Trainer app was to have one content delivery platform which would organize and serve all the content that the sales staff could need. The application was also envisioned to connect with different cloud services to fetch content from varied sources.
- This was because the client maintained the product information at various places. Instead of wasting efforts in the migration of all content to one server, the product team planned to ultimately integrate with different cloud platforms.

Our Solution

The e-Zest team worked with the product experts of the client and analyzed the nature of information that had to be made accessible. The design team used the analysis to arrive at creative ways to tackle the bulk of information and yet keep the design, sleek and intuitive. The technical team worked on a parallel track to find the necessary resources to 'talk' to the different back-ends in the picture.

After the design finalization, the developers took charge with the sprint-driven releases of code. Their efforts were to translate every last business rule in the form of a feature or a validation. The development team also took special care to note that the application could not be online all the time. This meant they had to save some or all of the data-to-be-synced on the device. The technical architects were busy in crafting various ways to do it and to keep the application lightweight and not bog it down with huge cache sizes.

The solution was able to meet the client's expectations both in terms of results and quality. The client feedback on the processes, employed to arrive at the results was also overwhelmingly positive. Since the client remains a major authority in business processes, their praise for e-Zest's process-driven execution was a major feather in our cap.

Technology Stack

- Technologies:-
- Android SDK
- iOS XCode
- SQL Lite
- Cloud APIs (AWS and Azure)

Challenges

The product team had a challenging time to make sure that the content was absolutely secure. This was a challenge because of the number of back-end systems that the application had to connect with. This meant that for all the exchanges (of the various file-types), the communication and storage had to be secure.

Conclusion

e-Zest with its deep expertise in application development and project execution was able to successfully deliver the Sales Trainer application. The project reached its objective within the allocated budget and the stipulated timelines. The project went a long way in positively impacting the client's bottom-line. The client was emboldened by the delivery to offer e-Zest more work in enhancing the product with new features and moving closer to the vision that the team started building this with.

Business Value

- The project led to the better training of sales staff employed in the client's showrooms
- The project also allowed better coordination and team-work due to its collaborative features. This had a positive impact on the overall growth of the sales team
- The project allowed the client to add new information to the products without having to worry about the ways to disseminate them. This allowed them more flexibility in roll-outs and launches