Developing an enterprise mobile application for FMCG Company

The client is one of India's leading consumer product companies and also boasts of a presence in more than 25 countries across the globe. The client specialises in manufacturing, sales and distribution of consumer products and services in the food, hair care and skin care product domain.

Situation analysis

Distributor Sales Representatives (DSRs) were unable to track their incentives and day-to-day performance. Also, there was no standard in data tracking. Relying on paperwork alone further added to the ambiguity and confusion while maintaining orders which led to time and cost inefficiencies.

Vision

The client wanted to develop a mobile application for their DSRs with an emphasis on data security.

Application Overview

The mobile app was designed to be an end-to-end solution for DSRs for all their daily activities. The app provides DSRs with a list of all daily transactions and activities lined up for the day. The app provides training in the form of videos and quizzes that they can take on the go. DSRs can also keep track of their incentives and daily performance.

Technology Stack

For mobile app

- Android SDK
- SQLite
- Google Maps
- Google Analytics

For web app

- ASP.NET
- MVC
- Telerik Control
- Kendo UI
- MS SQL Server 2012

User Functionalities

Daily Task Scheduler & Management	Incentive Management	Order Management	Payment Collection against Invoices	Feedback Collection

Challenges

1. The client wanted a high privacy and security for the data. e-Zest had to take care of the smallest details on the process and application level.
2. Every member had their own interest in the application and had various requirements which were very unique to their function.

Business Benefits

1. On the go task management saved time and decreased operational cost.
2. The tablet application made activity monitoring of DSRs easier for Sales management
3. The app helped in improving brand knowledge of the DSRs through training sessions for effective sales
4. Valuable feedback mechanisms made the retailers to comment on areas of improvement
5. By using Google analytics, usage patterns and user behaviour understood easily.
6. The app acts as a foundation to build a social networking platform for the DSRs

Conclusion

The client was happy with the application and appreciated the efforts put in by the e-Zest team members working on the project. By tracking DSR activity, the app delivers huge productivity gains to the client. e-Zest not only understood the scope perfectly but overcame all the challenges to meet the client's vision and requirements within the timeline.

e-Zest