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| Business Scenario | As a user, I need a mobile-friendly interface to access demand forecasting data on-the-go, allowing me to quickly update forecasts based on real-time customer interactions during field visits. This will help me respond promptly to customer needs and market changes, improving my sales performance and efficiency. |
| Benefit | The mobile-friendly interface will empower field sales representatives with real-time access to demand forecasts, enabling prompt responses to customer needs and market changes. This increased efficiency improves demand planning accuracy and enhances customer engagement, leading to higher sales. Seamless communication between sales reps and the central office ensures all stakeholders work with the latest data, fostering better collaboration and overall sales performance. |
| Description | The development of a mobile-friendly interface will feature a responsive design optimized for touch interactions on various devices, integrating with the existing demand forecasting system for real-time data access. Key features include continuous synchronization with the central database, offline capabilities, robust security protocols, and customizable information display. The interface will support push notifications for updates and seamlessly integrate with the company’s CRM system, providing a comprehensive view of customer interactions and sales opportunities. This will ensure field sales representatives have timely and secure access to critical data, enhancing their efficiency and effectiveness. |