iPitch
Empowering your Sales Force

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Sales force Challenges

Several challenges in selling in traditional selling

- Limited access to content on the road
- Lesser interaction time
- Customizing the pitch & proposition specific to customer
- Complex information conveyance issues
- Poor engagement mechanism
- Poor feedback mechanism
- Risk of inaction
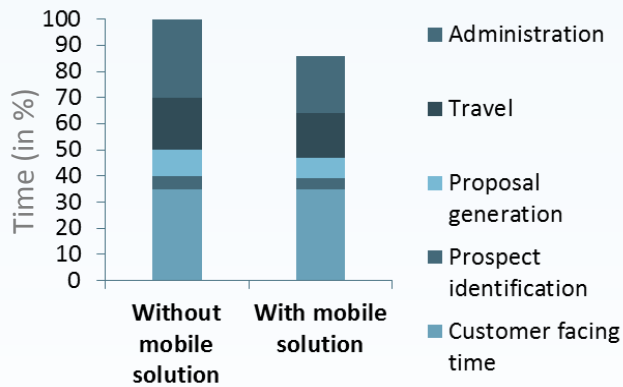
SALES FORCE PRODUCTIVITY

CUSTOMER CONTEXT

INCONSISTENT BRANDING

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Mobile Edge

Mobile solutions increase customer facing time

TIME SAVED IS CUSTOMER FACE TIME GAINED

Source: IBM Business Consulting Services

Customer engagement

Business Insights

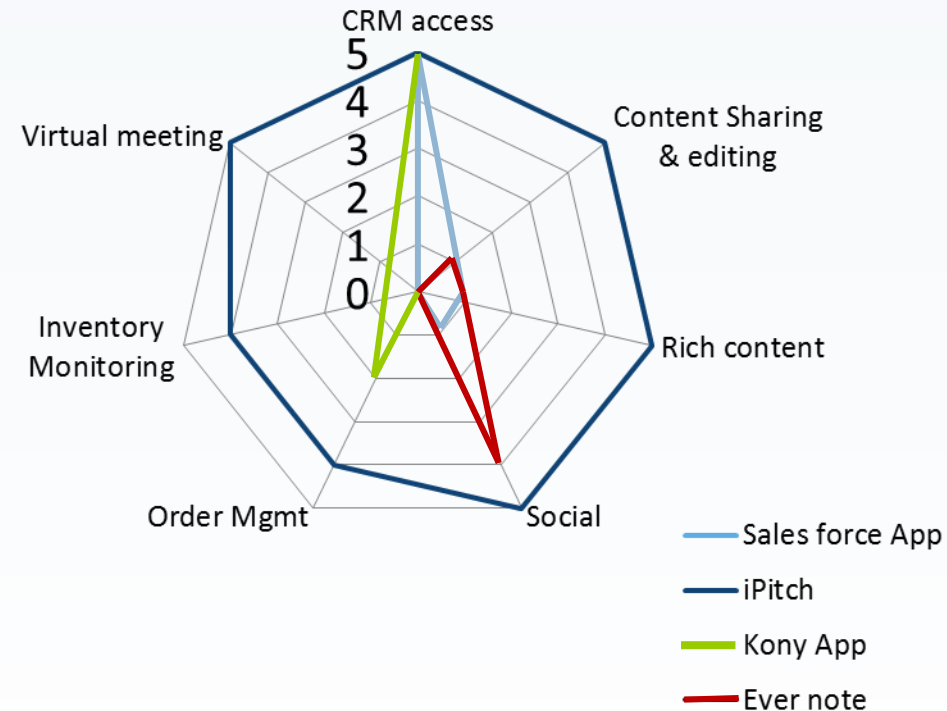Simplify Distribution

Ensure Compliance

Increase RoI

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Mobile Solution landscape

Too may solutions, but none of the solutions address needs comprehensively

Category	Solutions	Comments
CRM apps	Kony, SFDC	Pros: CRM features Cons: Poor interactions and content support
Content Apps	DropBox and Box	Pros: Content Support Cons: Utilities and customer context
Utility Apps	Evernote	Pros: Utilities Cons: Content support & CRM functionalities

* Comparison based on features listed by CIO research on Sales force apps

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iPitch

Empowering your sales force..

Sales Rep:
- Engage customer with rich & customized content
- Access Sales collaterals any time any where
- Analyze customer interests
- Make your pitch specific to meet customer needs

Enterprises:
- Consistent Branding
- Push up to date content to all sales force
- Increase effectiveness of the content through Asset analytics
- Measure the effectiveness of the solution

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iPitch – Solution Highlights

Enable sales force complete sale process through tablet

Customer Profiling

Need/Interest Analysis

Product Selection and Suitability

Illustration and Detailing

Order and Closure

iPitch – Approach

Intuitive approach to organized Pitching

Customer

Remember people you meet

Respond faster to customers

Leverage your CRM from the road

Workflow

Take orders from the road

Automate workflow in the field

Monitor inventory on the go

Content

Always have the pitch with you

Make changes on the go

Share files with peers & clients

Connectivity

Video chat with home office

Screen share Virtual meetings

User level Analytics

Adoption Analytics

Asset Analytics
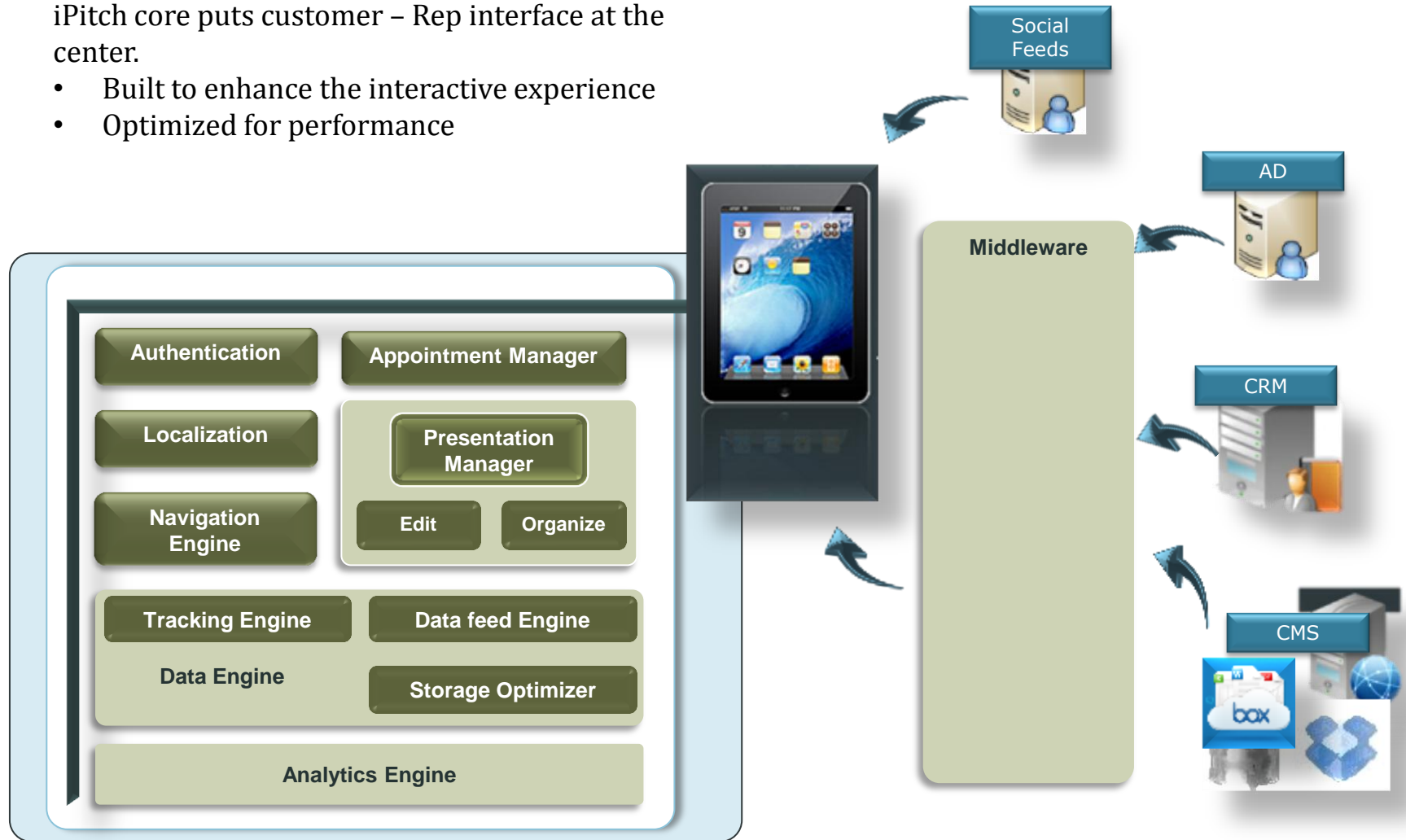
Customer Engagement

Sales Force Productivity

Process Efficiency

Compliance

Consistency & Branding

Domain Centric

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iPitch Solution Architecture

iPitch core puts customer – Rep interface at the center.

- Built to enhance the interactive experience
- Optimized for performance

Social Feeds

AD

Middleware

CRM

CMS

Authentication

Appointment Manager

Localization

Presentation Manager

Edit

Organize

Navigation Engine

Tracking Engine

Data feed Engine

Data Engine

Storage Optimizer

Analytics Engine

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Implementation Roadmap

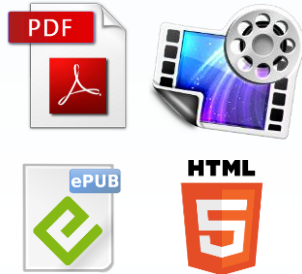| 2013 JAN	2013 MAR	2013 JUN	2013 SEP

IPITCH BASE

- CRM Access
- Profiling
- Content Access
- Content Changes
- Presentation with Annotations

Content

INSURANCE

- Lead management
- FNA and Profiling
- Product selection

Middleware with multi backend connectivity

Group, Auto, P&C insurance

CONNECTIVITY

- Video Chat
- Screen share
- Product selection

iPitch Plus

INSURANCE LNB

- Offline FNA
- Offline Illustration
- E-Order

Life and NB

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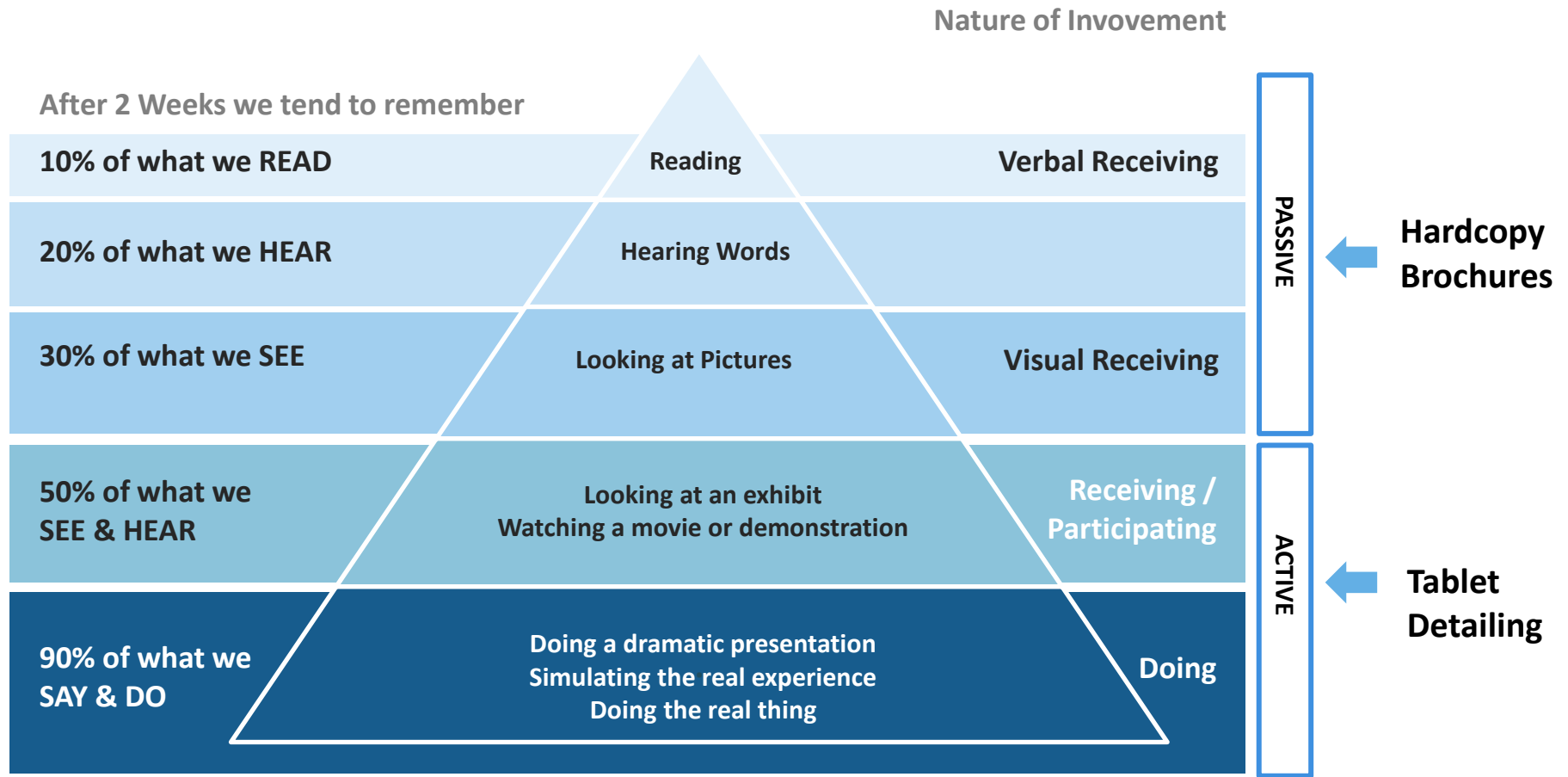
iPitch Development
Wireframes of Product

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iPitch Dashboard

Widget based Personalized content

Thank You

The Science behind Marketing

Nature of Invovement

After 2 Weeks we tend to remember

10% of what we READ	Reading	**Verbal Receiving**
20% of what we HEAR	Hearing Words	
30% of what we SEE	Looking at Pictures	**Visual Receiving**
50% of what we SEE & HEAR	Looking at an exhibit Watching a movie or demonstration	**Receiving / Participating**
90% of what we SAY & DO	Doing a dramatic presentation Simulating the real experience Doing the real thing	Doing

PASSIVE ← **Hardcopy Brochures**

ACTIVE ← **Tablet Detailing**

Source: Edgar Dale's learning cone

- **Increase sales effectiveness with visually engaging Digital Assets.**
- **Let your customer take charge of the tablet and the detailing suite.**
- **Enhance Customer interaction with the Sales Rep to increasing sales conversion**

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