



CRM Technology To Enable High-Performing Sales Teams

Client Business Description



A Nashville, TN, USA Based CRM Company with a goal for creating a solution that gives managers the ability to control and manage in real time and give productivity tools to inside and outside sales people.

Challenge

- ◇ The client was challenged to manage the CRM tool on different platforms i.e. Web, iOS & Android mobile application along with the need to implement new features.
- ◇ The existing process is already running with multiple features, schedulers, and load balancers serving the application.
- ◇ The Client wants to convert sales talent into sales productivity by developing features like Routing, stores based messaging, Reporting, and Events tracking.

Idea

- ◇ Extend their existing team with specialized skills needed for enhancing their software platform.

Our Solution

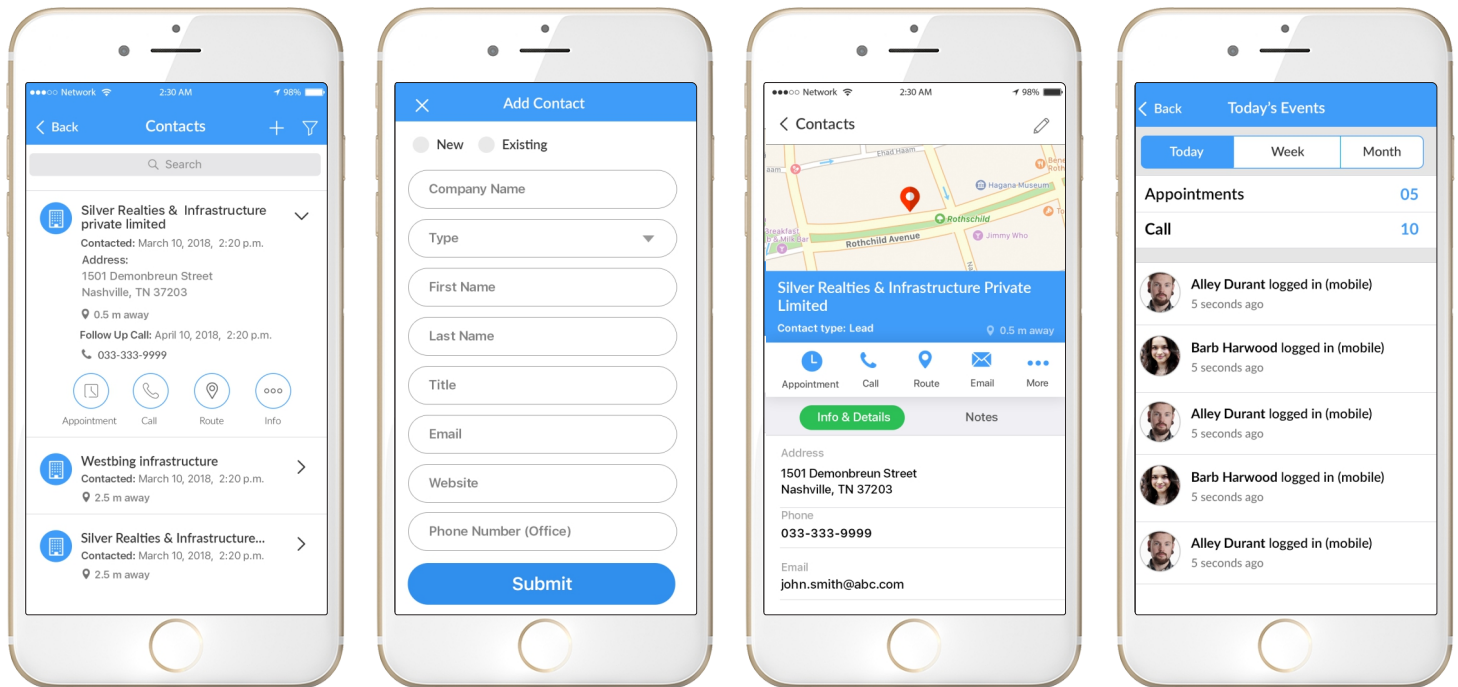
Mobile Pundit steam feature enhanced CallProof platform to handle multiple stores, their Sales Rep and Managers.

- ◇ The Routing features enabled managers to do route planning for sales rep at the start of their day. This feature allowed to create and save multiple Routes.
- ◇ The Places feature allows to find new prospects in the Office or in the field based on industry vertical & location.

- ◇ Google Map integration allows user to get directions to destination and see a Google street view before arriving at the location.
- ◇ Facebook Lead integration was done to capture leads from Facebook promotions and campaigns. CallProof has web services/APIs exposed to fetch feeds via Zapier.
- ◇ Text Messages section was developed to filter messages based on Stores and Sales rep. It allows to view complete text history of messages exchanged with Client.
- ◇ The software facilitates lesser human errors, as we leverage Artificial Intelligence & ML to detect heart diseases.

Technologies Used

- Django-1.7.4
- Nginx 1.10
- Python-2.7
- Postgre SQL-9.3



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