

## Your customers in your pocket

**CRMobile** provides sales forces with a simple and intuitive customer management solution on a pocket PC (PDA – Pocket PC).

CRMobile helps the sales rep with his sales pitch, increases his productivity and his efficiency. CRMobile provides the marketing and sales manager with effective manage-

ment, reporting and statistical tools. CRMobile allows field data to be easily synchronised with the company data.

CRMobile sets up an efficient system to manage the information between the back-office sales staff, on the one hand, and the sales forces in the field, on the other:

### CRMobile also offers :

- data confidentiality and security
- a modular and scaleable approach
- a multilingual interface
- user-friendliness and simplicity of use

### **PERTINENT CUSTOMER DATA AT YOUR FINGERTIPS**

Using a pocket PC (PDA-Pocket PC) is a simple, compact and effective in-the-field solution that, when used in conjunction with CRMobile, makes it possible to call up comprehensive sales information (visit reports, orders, background, administrative data, etc.)

### **A SIMPLE TOOL TO COLLECT DATA IN THE FIELD**

The PDA and CRMobile make it possible to enter all of the information relating to a sales pitch (orders taken, planning, activity reports, price lists, facing, etc.). This avoids the need for double entries and paperwork with a low added value at the end of the day.

### **SALES ACTIVITY PERFORMANCE INDICATORS**

CRMobile offers the sales manager a comprehensive analysis and reporting tool that makes it easier to evaluate his team's performances and the marketing and commercial campaigns carried out in the field (trade marketing, promotions, etc.).

### **A SALES FORCE MANAGEMENT TOOL**

CRMobile provides back-office management with an effective tool to communicate the sales priorities, the marketing plans, the promotional campaigns, etc.

### **INTEGRATING THE INFORMATION COLLECTED WITHIN THE COMPANY**

CRMobile allows field data to be easily entered into existing company applications (ERP, CRM, accounting, etc.).

### The advantages of CRMobile :

- PDA use: a light and compact tool
- a simple and intuitive solution
- a paperless solution
- automation of the sales processes
- comprehensive and detailed reporting
- increased productivity
- trade marketing tool



## Services

### NEED ANALYSIS

The success of each project depends on a global understanding of the customer's working method. This phase ensures that CRMoblie is in line with the needs of the customer and that the solution can be easily adopted within the company.

### TRAINING

Customised training helps to ensure CRMoblie's fast user-adoption rate, allowing them to learn how to operate the application and use it effectively.

### SUPPORT

The Euremis helpdesk provides a high level of technical support in order to ensure optimal and permanent use of CRMoblie.

## Service contract

Euremis offers the CRMoblie solution in the form of a monthly rental contract including:

- the software solution
- the necessary technical infrastructure (synchronisation server)
- training of users
- complete user support (helpdesk)
- data security (encryption, authentication, backup, etc.)
- global maintenance of the application

Euremis has a perfect grasp of all the technical and functional aspects of CRMoblie and ensures that it is constantly kept in optimal working order, allowing its customers to focus on their core business

### ADVANTAGES :

- no heavy investments
- identified and perfectly controlled costs
- a flexible and scaleable solution
- a reliable solution with no surprises



## The CRMoblie modules

CUSTOMERS  
 PRODUCTS  
 USERS  
 PLANNING  
 RECEPTION OF ORDERS  
 SALES CAMPAIGNS  
 ACTIVITY REPORTS :  
 • marketing campaign follow-up  
 • lists (prices, stocks, etc.)  
 • ...  
 POINT-OF-SALE ADVERTISING  
 MANAGEMENT  
 CUSTOMER BALANCE  
 RETURNS/UNSOLD STOCK  
 DAILY REPORT  
 ADVANCED REPORTING AND ANALYSIS  
 TOOL

