



vodafone

Vodafone Business Application Services

Mobile Business Processes

Vodafone CRM Companion

**The enterprise-wide mobile
CRM solution.**

Vital customer information can change several times each day. Yet most remote sales teams rely on offline, locally held records for customers and business partners. Individual address books, and even a Personal Information Manager (PIM) – all require regular manual updating or regular synchronization. Vodafone CRM Companion is a pre-configured application package developed by a Vodafone Certified Partner providing constant read/write access to back office CRM data via a mobile device. With information on-the-fly, sales teams can manage customer relationships seamlessly.

A sales representative can capture sales activities and information quickly, in real-time using a Blackberry or other mobile device – and update the back office database instantly. In addition to capturing data, users can access a comprehensive view of the status of individual accounts, current and historic sales contact details, increasing productivity and reducing sales cycles.

Make the most of now



Business Benefits

Reduce errors, boost productivity

Re-keying information wastes time and risks errors. Capturing data at source on a mobile device gets the job done quickly.

Share and organise daily schedules

Set permissions and let your teams access and share the customer data they need – wherever they are. Users can schedule meetings, telephone calls, reminders and service calls.

Maintain accurate enterprise contact data

The moment a record or activity is submitted by the team, the enterprise back office is updated. Make the right contact, at the right time, at the right address.

Distribute the latest information

Push critical updates, sales notifications and workflow messages to targeted users.

Respond to changes instantly

Empower sales teams to respond immediately to events as they occur.

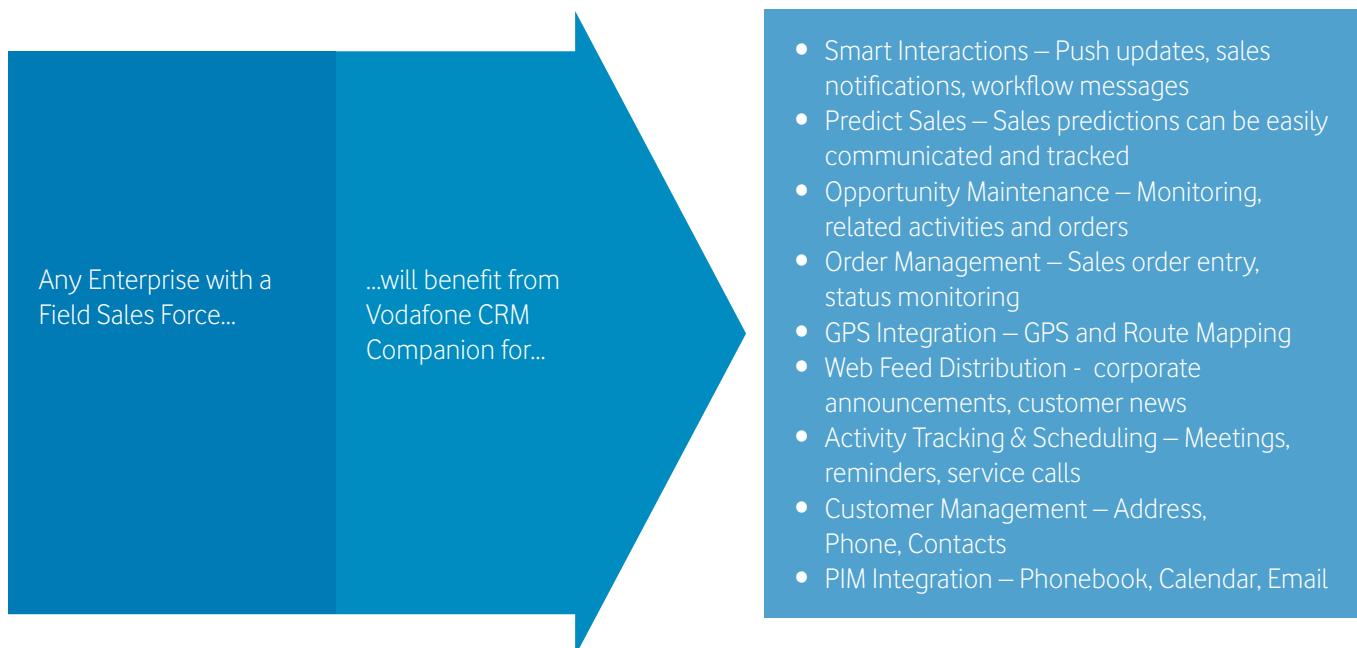
Monitor sales force activities

Understand precisely what activities are complete and which are still outstanding.

Increase customer satisfaction, reduce churn

Provide a best-in-class customer experience, develop relationships, build sales and reduce customer churn.

Potential industries and applications



Vodafone Certified Partner



Vodafone CRM Companion application was developed by Vigience (www.vigience.com). Vigience is a global provider of high-quality mobile consulting services to the SAP community, and is a provider of innovative mobile business applications that tightly integrate with SAP and extend business processes out to mobile devices (including Blackberry and Windows Mobile smart phones). Vigience consists exclusively of top ex-SAP (mobile business / NetWeaver mobile) experts.

Next steps

For more information contact business.applications@vodafone.com