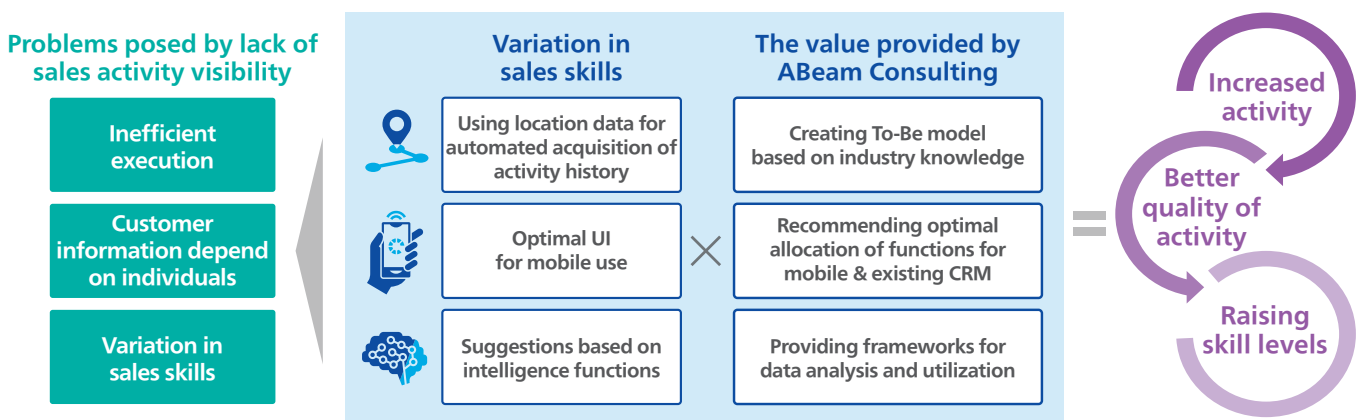


Intelligent Field Sales for Efficiency and Productivity with Vymo

Vymo: the mobile sales support application with intelligent functionality

Amid work-style innovation and declines in the working population in developed countries, more companies are working to utilize digital technology in their efforts to increase productivity. At these companies, the work tasks of salespeople on the front lines of client business involve many processes that still follow conventional personnel-based methods. Concentrating resources on operations with high added value demands greater efficiency and refinement. However, effective measures can not be taken if there is lack of objective grasp of sales activities because of unclearness of activity content, or high input load of activity information.

ABeam Consulting brings visibility to sales activities by linking CRM to the Vymo solution offered by a start-up company from India, thereby helping to boost productivity and support new value innovation.



Effectiveness and To-Be sales models with Vymo

Vymo enable to increase activity efficiency, service quality and skill level of sales persons.

- 1 Increase number of activities and accumulate customer information by reducing activity input workload**

<p>Automatic capture of visit location, time</p> <p>Capture time & location information automatically when sales person stay same place for certain time</p> <p>Have you visited OO Trading Co.?</p>	<p>Activity reporting using spare time</p> <p>Activity is easy to enter, anytime, anywhere with mobile</p> <p>It's convenient to be able to make entries during spare moments, like lunch break or travel time</p>
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- 2 PDCA cycles can be run using accumulated data, boosting sales activity quality**

<p>Appropriate advice informed by the state of activities</p> <p>Making activity entry more efficient for a grasp of sales personnel activities</p> <p>I've been leaning more than I thought toward internal office work. I think I'll fix that.</p>	<p>Activity review, analysis, discussions for improvement</p> <p>Activity can be tabulated to make sales personnel use of timemore visible</p> <p>Travel is taking more of my time than I thought. I think I'll do more online.</p>
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- 3 Boosting sales personnel skill levels with a "nudge" from the intelligence function**

<p>Activity support based on location data</p> <p>Push notifications on what actions to take based on location and customer data</p> <p>OO Transport is nearby. You haven't visited them in three months. Want to make an appointment?</p> <p>The system helps me decide what to do, so I can concentrate on my proposal content!</p>	<p>AI suggestions on what actions to take</p> <p>Support for taking the same actions as good sales personnel</p> <p>Let's propose new products to △△ Co.</p> <p>Account closing time for ×× Co. is coming up.</p>
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Optimal allocation of functions to support the sales model

Since Vymo includes a customer management function in addition to activity management, it provides an all-in-one package solution with complete mobile accessibility. However, there is a risk that could reduce operational efficiency by using mobile for functions such as management of opportunity phase, sales activity, and analysis. That's why ABeam Consulting propose solution which enable to increase productivity and efficiency of sales activity by linking activity information from Vymo to CRM, through use of project management, dashboard functions and BI tools.



Characteristic 1

Achieving the To-Be sales model through optimal function allocation integrating Vymo with CRM

Incorporating CRM to cover domains that can't be handled with Vymo alone
Understanding the characteristics of each solution to recommend optimal function allocation needed to achieve the To-Be sales model

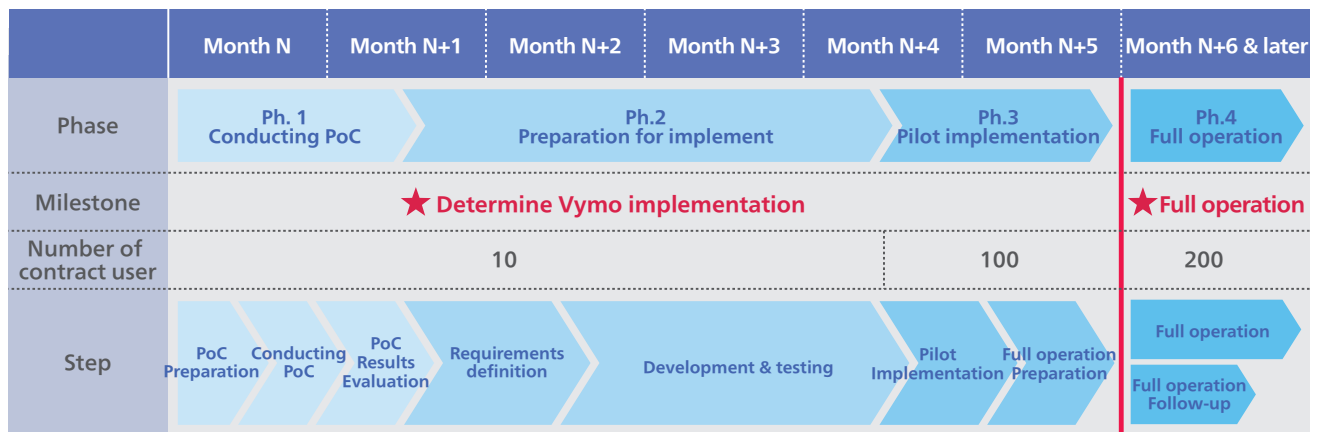
Characteristic 2

Using templates for quick system implementation

ABeam Consulting offer template for system linkage between Vymo and CRM, and activity analysis method
Using the template makes it possible to build processes on short order, and produce results promptly

Implementation Approach (example)

With Vymo implementation, the following approach is taken. This approach has achievement for a major Japanese insurance company as the first time to implement Vymo in Japan. Using these results as a basis makes quick implementation possible.



Risk reduction through conducting PoC

Based on PoC results, the early decision can be made on Vymo implementation. This reduces cost risk.

Risk reduction through pilot implementation

Running a pilot implementation before full operation reduces the risk of a fatal error occurring after full operation starts

Support to formulate To-Be sales model

Rather than simply implementing Vymo, we help define what sales should look like, leading to new value innovation

Comprehensive support from implementation to stable operation

We propose measures to take root the operation including post-implementation utilization