



Mobile Customer Relationship Management - Microsoft CRM

Detailed customer information is of little use to your salespeople if they can't access it when they need it most—such as during a critical moment in a customer's office.

That's why not only was Microsoft Dynamics CRM 3.0 designed with the mobile sales force in mind, Microsoft has now sponsored the creation of CRM Mobile Express, a Microsoft Dynamics CRM 3.0 mobility application developed for the Shared Source Initiative.

CRM Mobile Express enables users to instantly view, create, and modify data on any Internet-capable device. It lets a salesperson in the field tap into the same sales, marketing, and customer service data they have access to in the office. Plus, CRM Mobile Express runs in a Web browser and doesn't require users to install additional software.

Customisable to meet the unique needs of every organisation

No two mobile sales forces have the same needs. So CRM Mobile Express was designed for easy customization, complete with publicly available source code that enables organizations to create their own rich mobile applications specifically to suit their unique needs.

Key features of CRM Mobile Express include:

- Works on any device that has a Web browser
- Lets you use a mobile Internet connection to research critical Microsoft Dynamics CRM data
- Affords users marketing, sales, and customer service functionality from the road
- Can be easily modified to give your sales force the data they need to fit your data access and interface

Picture this sales scenario

You've heard the buzz about going wireless. Here's how Microsoft mobile technology can help you improve sales and service. Imagine two salespeople presenting the same product to the same potential customer.

The first arrives at the office of the hot prospect armed with notes he scribbled in his address book during a previous visit. Only he can't find them.

Pressed for time, the salesperson places a hurried call to his own office and asks a colleague to get out the prospect's file. Trouble is, the colleague pulls the wrong file and delivers the wrong information. By the end of the customer visit, the prospect is anything but hot.

A short time later, a second sales rep shows up at the same office. He spends a few minutes before leaving his car to review customer information on a handheld device. He brushes up on the prospect's business as well as a few personal details.

This conversation goes well. The rep is able to convincingly relate the product he's selling to the prospect's business needs. And his inquiry about the Little League baseball career of the prospect's eldest son is icing on the cake.

Back in his car after the meeting, the rep gets out his handheld and, with a couple of keystrokes, moves the prospect record into the new accounts file, creating and closing the sale.

Right information at the right time

Welcome to the world of sales force automation where technology is making the fiercely competitive marketplace grow even more competitive. Before long, salespeople without handheld access to valuable account information will be rare.

The benefits of sales force automation are clear:

- Gives salespeople the information they need to close more sales more quickly
- Helps busy people in the field better organize their schedules and workflow
- Reduces the cost of inventory and order processing
- Improves customer satisfaction through better-informed service.