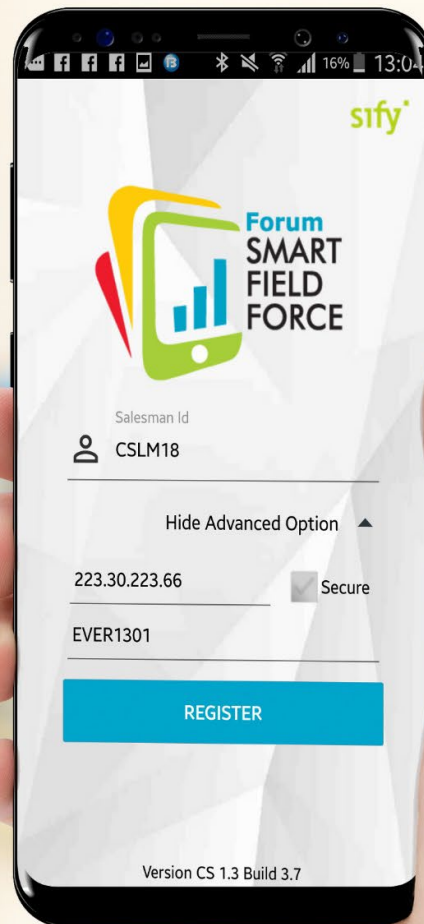


# Maximize productivity with an automated sales process!



Grow effortlessly with  
Sify's Smart Field Force mobile app.

## The need to automate

Organizations often wrestle with the task of optimizing the effectiveness of their field sales force. In the absence of the right technology, your sales force spends way too much time clicking around complex SCM systems. This in turn shortens face time with customers.

## Customer benefits

With the help of Sify Smart Field Force App, your sales team can bypass human errors that come with manual data entry, automate highly repetitive tasks and **optimize route** around a mapped beat.

We enable your salespeople to make transactions digitally, add newly opened outlets in selected beat, **record** Sales Order digitally and **amend** them on the go. This gets synced with our centralised servers and creates a **digital map** of your entire operation.

## Key app functionalities



**Evaluate** sales team performance on predefined KPIs in the App.



**Compute** shelf space occupied by SKUs to control the visibility of your products.



**Upload** promotional content on the App and push specific products/SKUs.



**Compare** demand generated by different SKUs with the help of market surveys.



**Capture** the exact GPS location of your salespeople in real time.



**Enable** sales team to optimize route around a beat based on inventory/ collection.

## Don't Fall Behind

Digital leaders generated **3.3** times the TSR of digital laggards between 2016 and 2020 in retail

– McKinsey

## Highlights

Unlock **flexibility** and **scalability** through our modular microservice architecture.

Adopt our **cloud-based, automated platform** to recreate a digital map of your entire operation with the touch of a button.

Our centralised cloud-based system provides **information in a concise and organised manner** to all the users.

Use data gathered by your Sales Team to **analyse important aspects** like performance, customer experience, potential prospects and much more.

Get the **strategic edge** that you need to dominate your competition.