

Data Consolidation
for Sales and Distribution





Change Driver

An IT system house controlled by financial investors has a large sales organization who are the main customer interface. In addition to meeting its revenue generating goals, sales also has the task of counteracting customers' slow payment behaviour.

The end customer expects their account manager to have a deep understanding of the current IT operating situation.

It is the IT Managers job to continuously inform his sales colleagues about their customer's existing service tickets, and provide them with an overview of outstanding invoices. The company therefore wanted to be able to easily generate this vital information without the IT Manager and his service unit team spending too much time pulling it together.





DAMOVO



Damovo Approach

A low-code platform was used to write an application for the customer that provides relevant data to the sales staff in a clear and mobile format.

The app is populated with data from the service organisation's ticketing tool – enabling the display of current incidents by respective customer.

The app also receives data from the SAP system via the customers' open invoices.

By default, all of the Technical Sales people have access to the app via their company smartphones.



Customer Value

DAMOVO

This is how **sales** benefits

A quick glance at the app enables sales representatives to inform themselves of the current situation before their customer appointments.

They have access to the most up to date information on open service tickets - which can be easily accessed whilst at the customer site.

They can also establish the current outstanding invoices and address them with the customer – without any major research effort.



This is how the **company** benefits

This automated application provides very important customer information with very little effort required. This means both the service and finance people can spend their time on more important duties.

Sales staff can more easily address the issue of open invoices. Which in turn reduces the amount of outstanding payments owed.

Both employee and customer satisfaction increases.