

SAP LIQUID STUDIO FOR LEONARDO APPLICATION: EMPOWERED SALES REPRESENTATIVE

Empower your fleet to drive new sales

Function: Lead Generation | Process: Sales and Customer Service | Industry: Products

Application Overview

Fleet management today primarily involves directing drivers to the correct route and managing the details about the various stops. The Empowered Sales Representative app takes fleet management one step further by allowing the drivers to become a mobile sales force capturing details about customers along the route and providing details about additional sales opportunities.

Information captured by drivers is added to a centralized fleet management dashboard where it can be tracked and linked to customer relationship management tools as generated leads.

Solution

The Empowered Sales Representative tool is a combined desktop and mobile application to support multiple phases of fleet and sales operations. A centralized dashboard provides details on fleet operations and sales targets while a mobile app provides the ability for drivers to not only see route information but capture sales leads and additional details about their customers.



Business Value

- Provides drivers with up-to-date routing information and notifications.
- Enables mobile lead generation from a non-dedicated sales workforce.
- Gives branch managers increased visibility into fleet operations and target sales.

Features

Driver Application

- Provides detailed routing information and customer details updated from back-end SAP customer master data.
- Enables data capture and mobile lead generation.
- Mobile accessible knowledge repository of sales plays and promotions.

Manager Application

- Provides a consolidated dashboard on the company fleet at a truck and region level.
- Also provides a complete view on the sales activities in terms of new opportunities identified and potential revenue increases.
- Allows for integration with CRM tools as generated leads.

Technologies in Use

- SAP Cloud Platform
- SAP Leonardo Predictive Analytics



[Click here](#) to watch the video.