

CRM Solution for Sales Personnel

Client Background

The Client is a company that solves the needs of small and medium size specialty retailers and service businesses. The corporation works in order to enhance the Customer Relationship Management aspects of Point of Sale applications in small local network environments.

Business Challenge

The Client was planning a deployment of an application that enables sales personnel to collect, retrieve, manage, and act upon information on both active and prospective customers, as well as quickly access store inventory data via a Windows Mobile device. The challenge was to implement a solution which provides advanced administrative capabilities for customizing the underlying workflow to individual sales approaches.

Project Description

The concerns that underpinned the key design decisions and the choice of development approaches included implementing an advanced feature set, ensuring the application's flexibility and adaptability, and maximizing process efficiency to keep to a tight time to market window.

Robust architecture

A custom-build MVC framework ensured decoupled application architecture and an adequate level of flexibility, while an efficient, maintainable approach to managing sophisticated business logic was supported by a third-party rule engine. Before being implemented, the third-party engine was meticulously examined and evaluated for feasibility. A number of non-critical flaws revealed at the evaluation phase were analyzed and promptly resolved.

Advanced capabilities

In order to bypass the inherent limitations of the .NET Compact Framework, accelerate the process of implementing advanced user-facing functionality and ensure close interoperability with the target hardware platform, the team opted for OpenNETCF Smart Device Framework.

Integration

Yet another challenge consisted in connecting the application Microsoft SQL database to the company's home-grown CRM system (based on a Microsoft Access database solution) in order to synchronize specific data subsets. The issue was resolved by means of stored procedures and SQL Server Agent jobs.

Overview

Client

Well-known provider of technology solutions for retailing companies

Industry:

Retail

Country:

USA

Business Value:

Improved sales personnel productivity

Technical Value:

Mobile version of CRM application for retailers

Development Model:

Agile

Services:

Development, Design

Tools and Technologies:

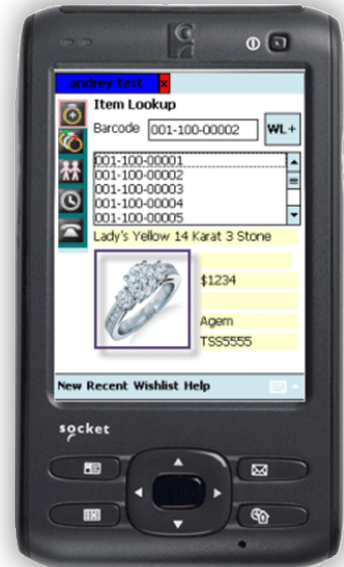
- Microsoft SQL Server 2005
- JaxLab XML Rule Engine
- Windows Mobile 5.0 / Windows Mobile 6.0
- OpenNETCF Smart Device Framework
- .NET Compact Framework 3.5
- Visual Studio 2008

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Value Delivered

iTechArt has implemented an application that enables sales personnel to collect, retrieve, manage, and act upon information on both active and prospective customers, as well as quickly access store inventory data via a Windows Mobile device. We have developed a mobile customer relationship management solution used by a U.S. based retail chain to streamline front-office workflows and promote personalized service delivery.

The application is based on a distinctive customer-centric data gathering workflow, which is aimed at compiling a system of networked customer profiles. Customer information associated with a particular profile not only includes individual preferences, wish lists and contact details, but also allows establishing intricate relationship clusters that reach into customers' social circles.



Relationship clusters can include information on the customer's family, relatives, or friends, as well as important events, such as birthdays or anniversaries. Such relationship-based networks can be effectively used to generate sales and improve service quality. Customer details stored in the *Jewelry Store* database are synchronized with an external CRM application. *Jewelry Store* allows sales personnel to identify and locate items on the customer's wish list (or relevant to their relations) by either using barcode scanning hardware or manually entering the item barcode.

The implemented chain of solutions has provided our Client with a system that can significantly improve sales staff performance.

iTechArt provides in-depth, high-quality and cost effective software development and consulting solutions to corporations across Europe and North America using both onsite and offsite service delivery models. iTechArt was founded in 2003 and has developed substantial strengths Application Development, Project Management and Outsourcing areas. iTechArt possesses deep domain knowledge through its proven research and implementation strategies across many industries including, Financial Services, Marketing & Digital Media, Security, Healthcare & Life Sciences, Retail and many more. We deliver the most effective and competitive solutions to our clients to achieve mutual business growth and success.

Quick Facts

Founded: 2003
Headquarters:
Iselin, New Jersey, USA
Development Centers:
Minsk, Belarus; Kiev, Ukraine
Team: 400+ employees

Industries

Financial Services
Marketing & Digital Media
Security
Healthcare & Life Sciences
Retail
and others

Services

Application Modernization
Enterprise Mobile Development
Custom Software Development
IT Staff Augmentation
Software Testing & QA
Software Maintenance

Technologies

Enterprise Platforms
RIA
Mobile
Web & Intranet Portals
Middleware
Business Intelligence

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