

The Zoom logo is displayed in a stylized, hand-drawn font. The letters 'Z', 'O', and 'M' are green, while the letters 'O', 'O', and 'M' are dark blue. The logo is centered at the top of the slide.

# Zoom

## Mobile Sales Force Automation (SFA) Solution

# About SPEC INDIA



30 Years of Sustained Growth



A Global Presence With  
35 Countries



365 x 24 x 7 Critical  
Maintenance & Support



Delivering Superlative  
Enterprise Solutions  
For Fortune 100 Companies

## Services

- Enterprise Mobility
- BI & Big Data Analytics
- Microsoft Practice
- Enterprise Open Source Practice
- Product Engineering
- Software Testing Services

## Solutions

- Zoom Mobile SFA
- Enterprise CRM Solution
- Vehicle Tracking System
- Helpdesk Management
- Cloud Solutions
- IoT and Smart Device Solutions



# Zoom Highlights

Highlights  
Industries  
Solution



Fortune 100 clients



7000+ field users



12,000+ routes

Manufacturing



Retail & FMCG

Distribution



Wellness



Pre Sales



Retailer / Distributor App



Food & Beverages



Van Sales



Distribution Management System

# Zoom Highlights

- Built using best practice of field sales workflow
- End-to-end solution with mobile client, back office & communication services
- Helps manage, plan and execute the sales routines for target markets
- Customizable to suit tailored requirements
- Supports Online & Offline mode
- Seamless integration with any third party ERP / Legacy system
- Extensive configurable modules & features



(continued...)

# Significant Features

## Automated Field Activities

Manage, plan and execute end to end sales routine



## Order Taking to Invoicing

Secondary order booking, on the go prints and invoice management



## Apply Deals & Promotions

Apply up to date multitude deals and promotions



## Sales Route Management

Beat/Route Planning Geo Fence Route



## BI Analytics & Reports

Ad-hoc analytical reports powered by Pentaho Saiku Tool



## Van Sales Automation

Stock Management in Van and Mobile invoicing in Real Time



## Attendance Registration

Mobile based Attendance Leave Management

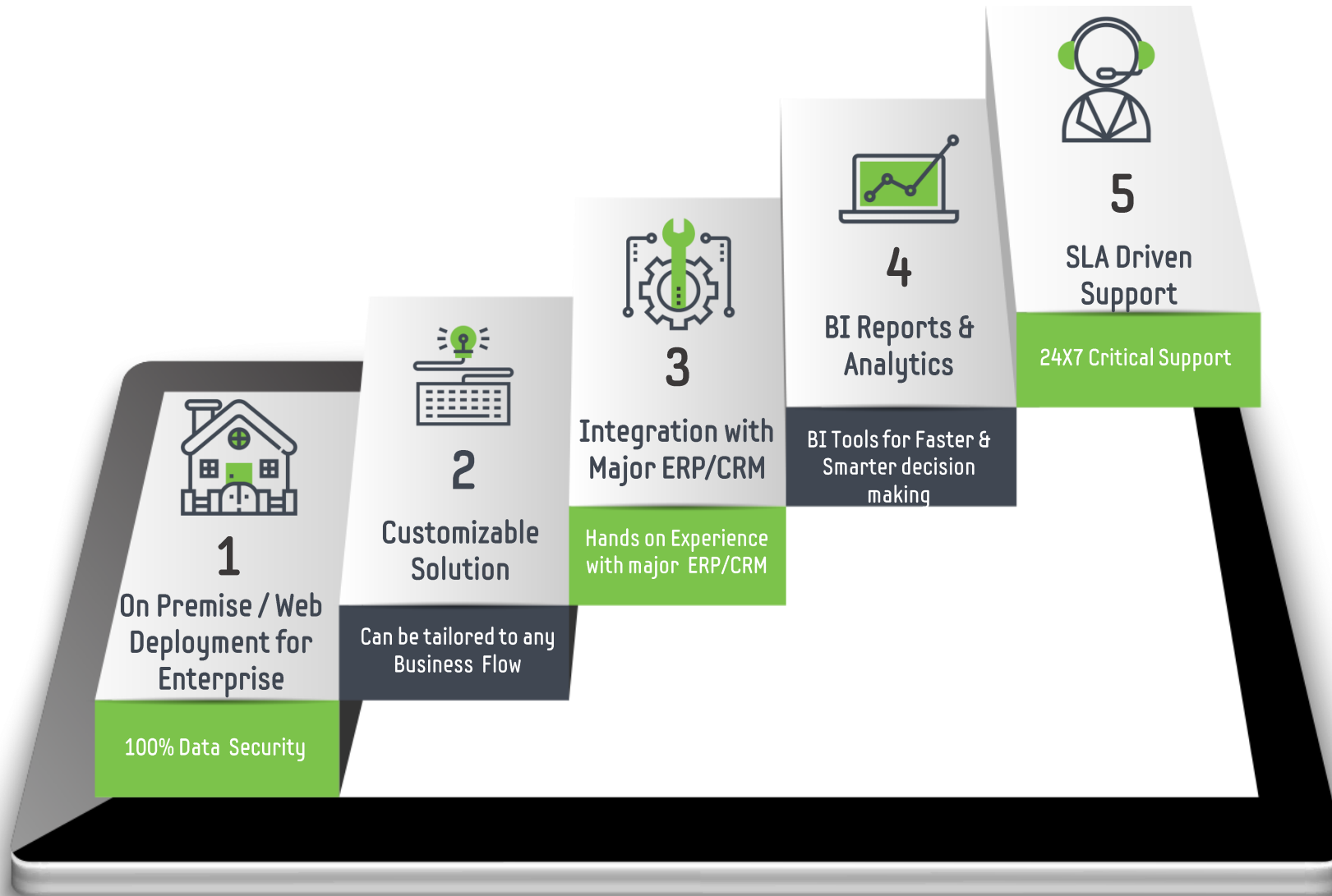


## Survey

Enforce customer feedback integrating digital



# Zoom's Advantages





# Zoom helps organizations increase productivity up to 55%



**Organized  
customer visits**



**Field Force  
Planning**



**Geographic Sales Force  
Tracking**



**Performance review  
by Managers**



**Binding Sales  
Targets**



**Ad-hoc reporting  
system**



# Zoom - Business Benefits





# Benefits for On-Field Executives

## Productive Calls

Optimized day to day planning  
leads to better productivity



## Efficiency

Automated business processes  
which reduces paper work and  
improves efficiency



## Increase in Sales

Focused field plan results  
in improved sales

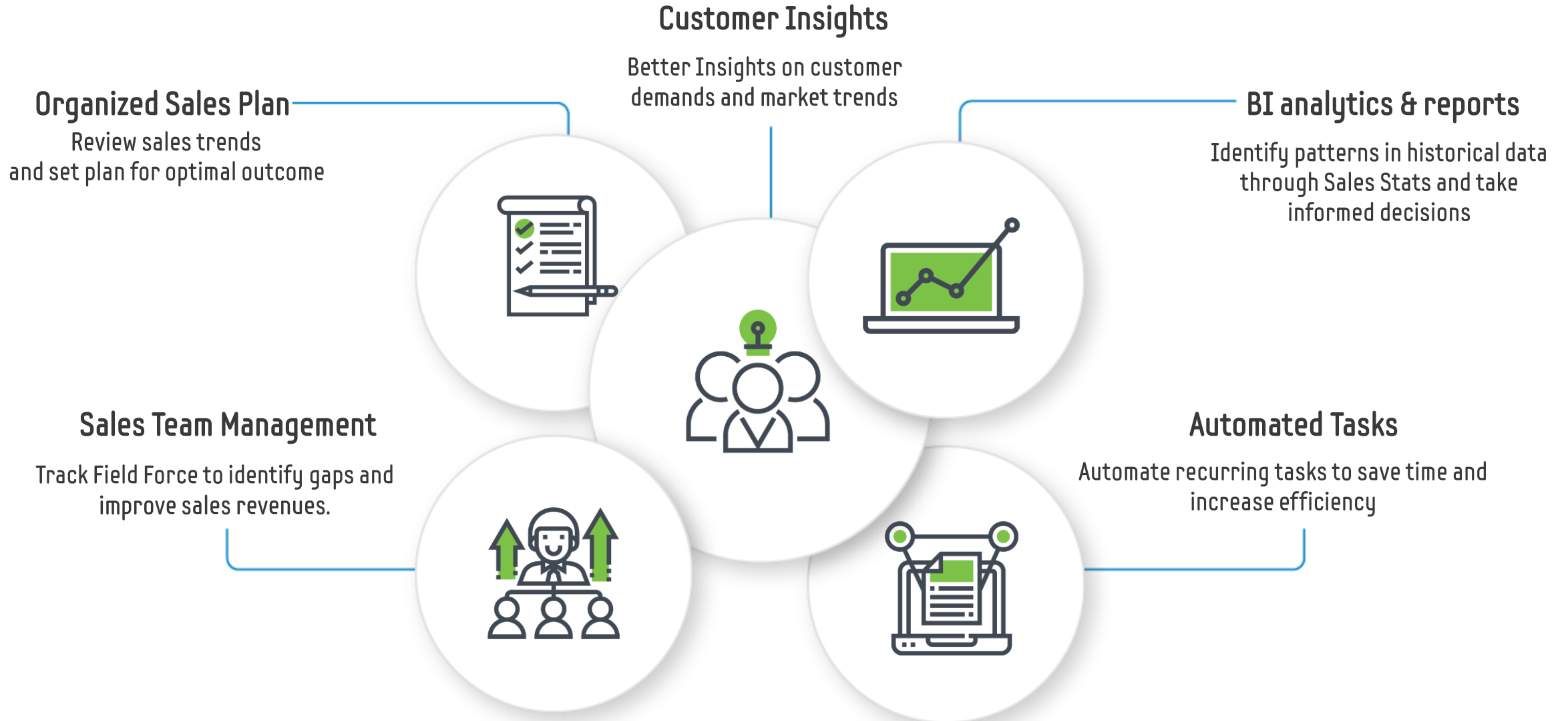


## Smarter Action Plans

Push relevant information to field  
executives for better Customer service



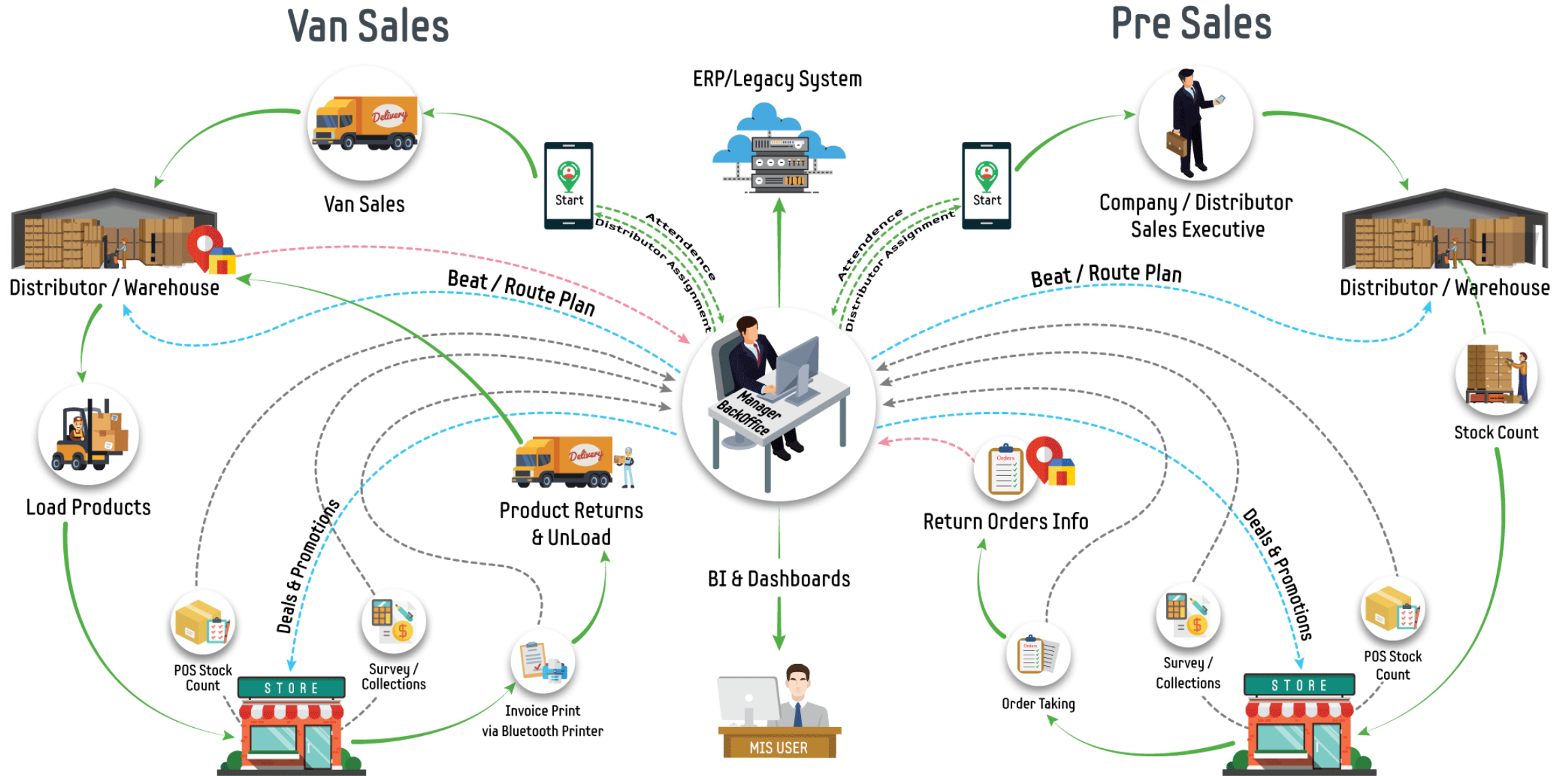
# Benefits for Managers



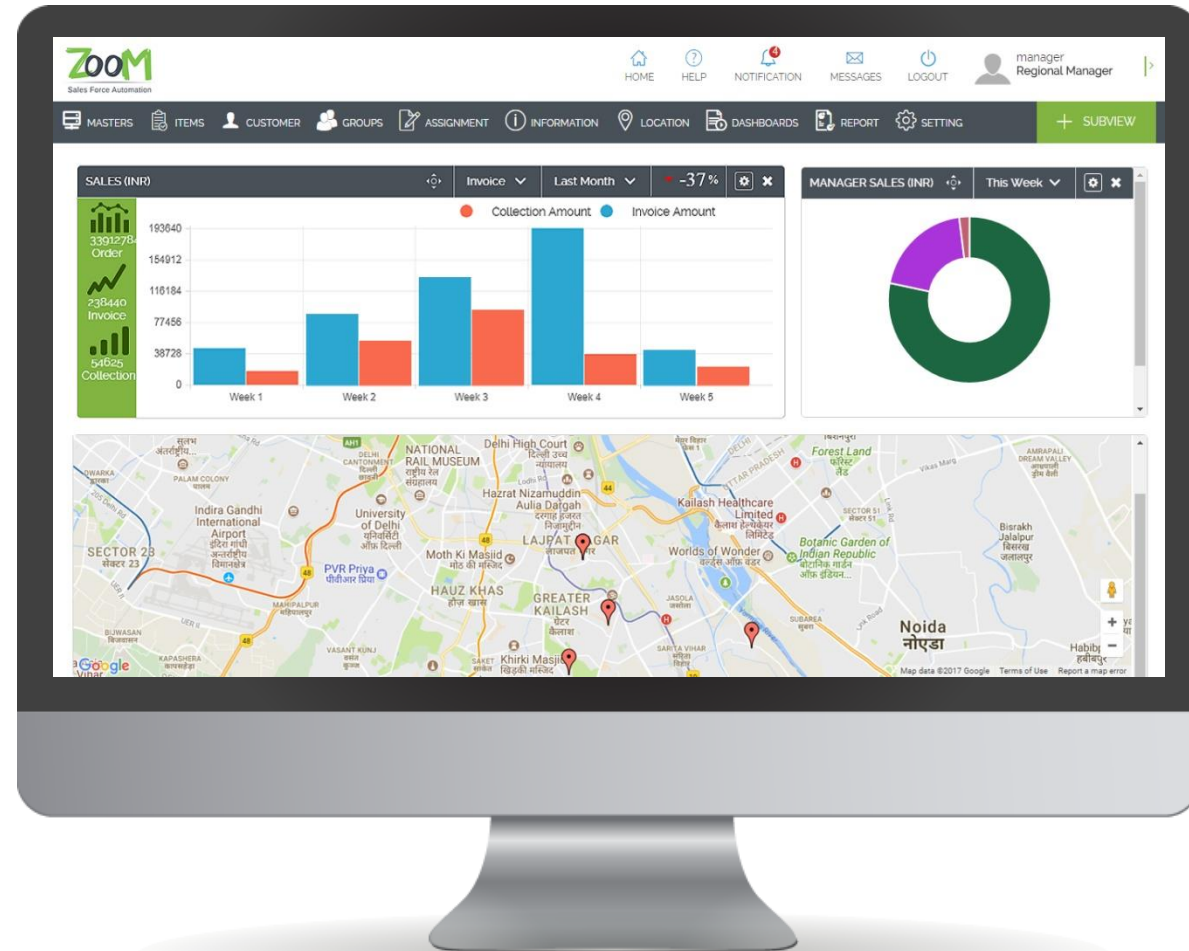
# Benefits for Top Management



# Zoom Workflow



# ZooM application home screen and BO main layout



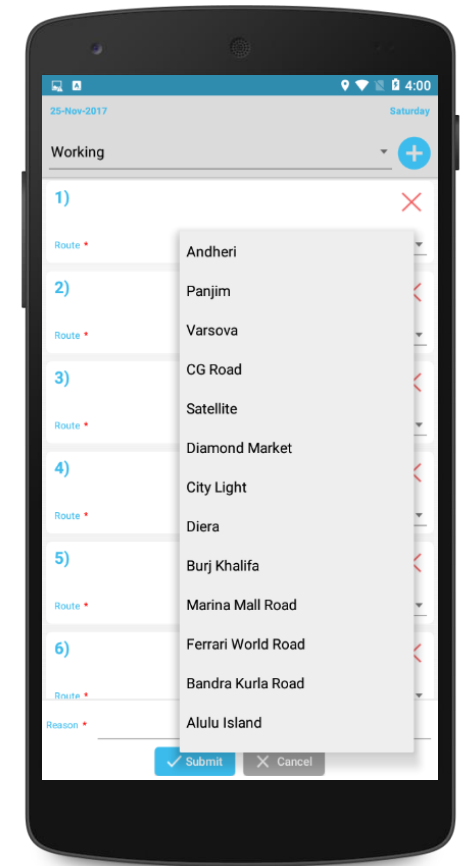
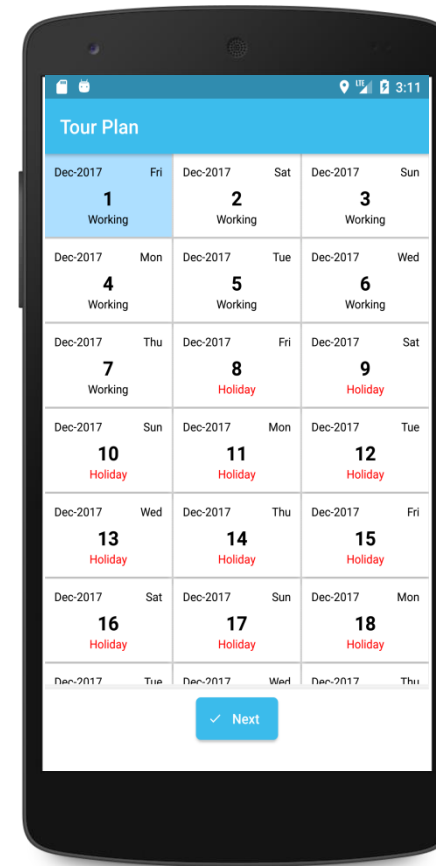
# Mobile Application





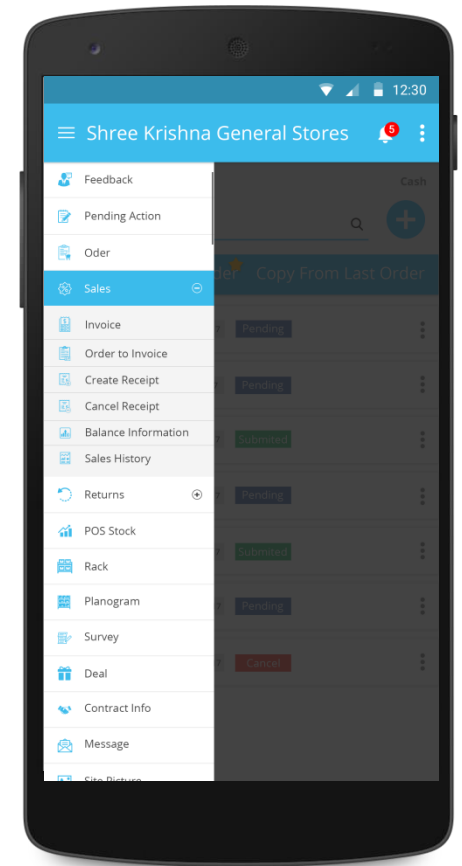
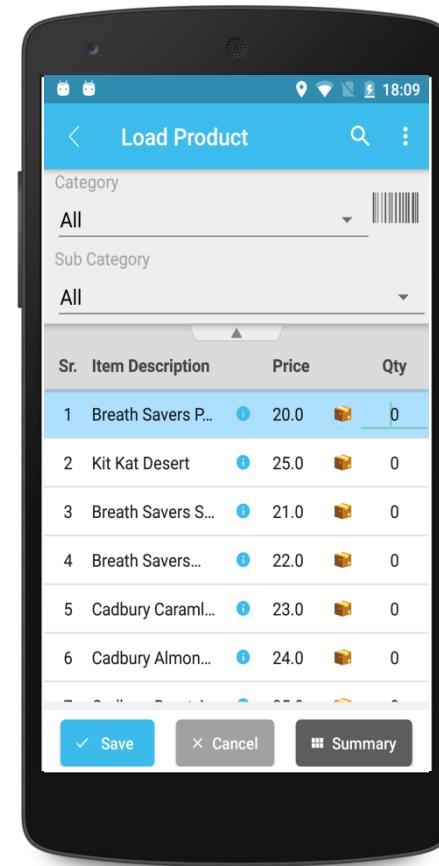
# Tour Plan

- Complete route planning by Manager with distributor mapping
- Route can be planned by the field executive as well through mobile application
- Complete journey plan with geo-location of the customer address
- Pre-scheduled monthly tour plan facility available on calendar



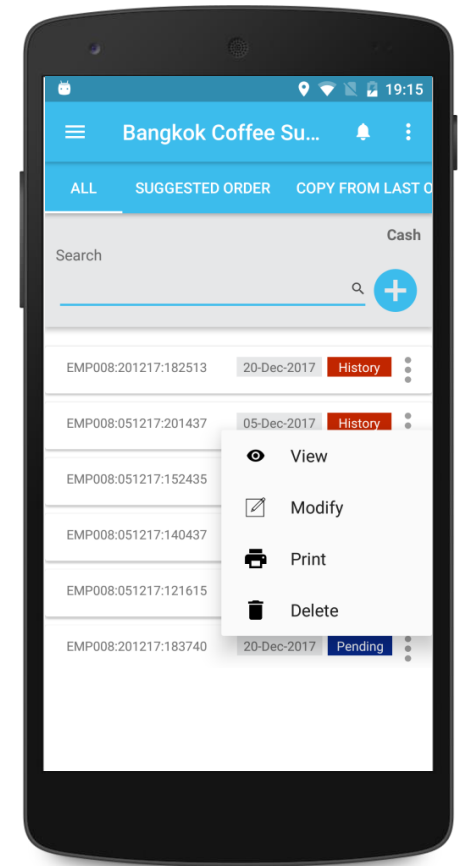
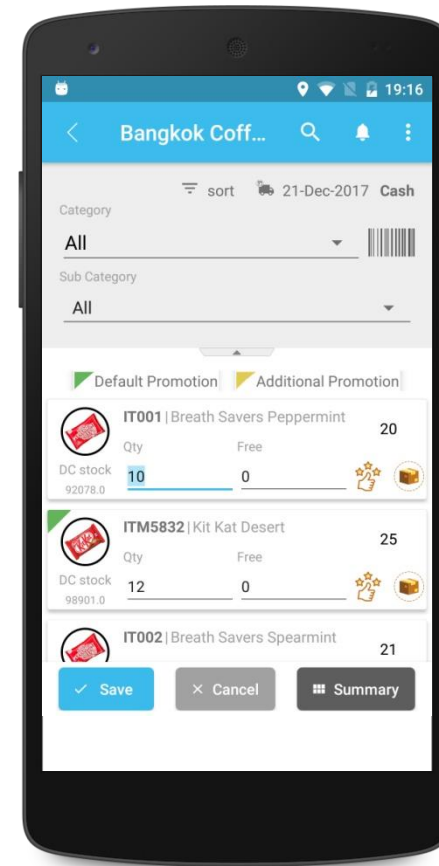
# Direct Sales / Van Sales Module

- Load Products in Van
- Complete Sales cycle automation from order booking to delivery
- Generate invoices and record payment collection
- Real time van inventory information, available to the back office and salesman
- Advanced features include vehicle information and tracking, route planning, barcode scanning, generating invoices and printing



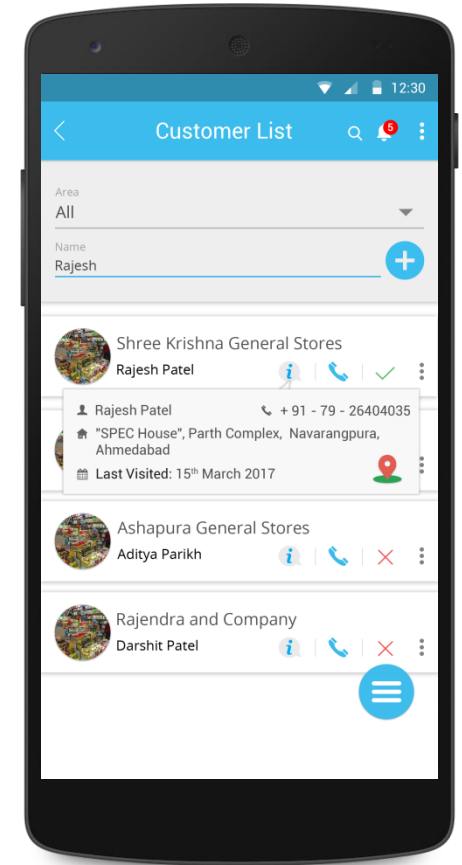
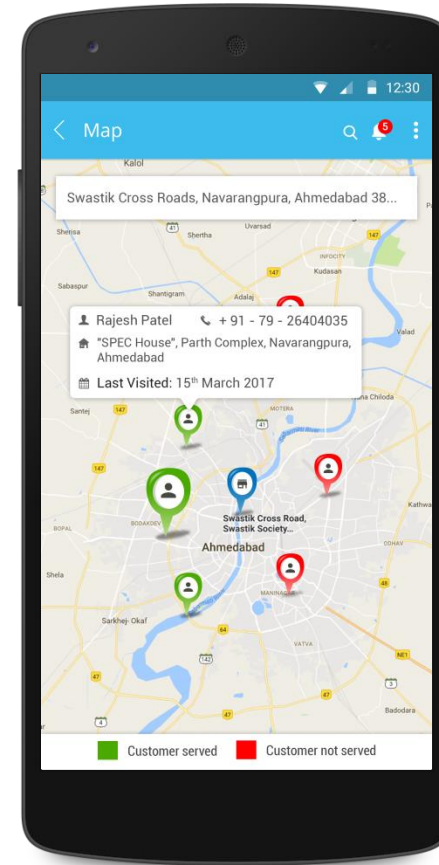
# Order Booking

- Sort / Search items by categories and sub categories in orders
- Easy access to different categories while placing the order
- Additional information like promos / discounts can be seen next to each product/SKU and same will be reflected in invoice
- Capture POS stock from store / outlets for analysis



# Customer Information

- Two Views (Map & List View)
- Detailed information of the customer along with the contact details and address
- Geographic view of customers planned for the day along with the visit status
- Quick access for sales executive to call customer directly from the application
- Real time navigation to customer location via best route (powered by Google Maps)



# Collections

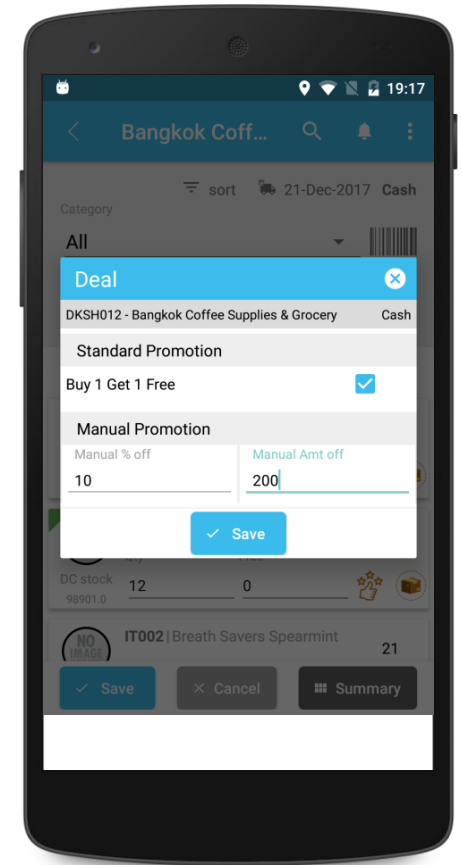
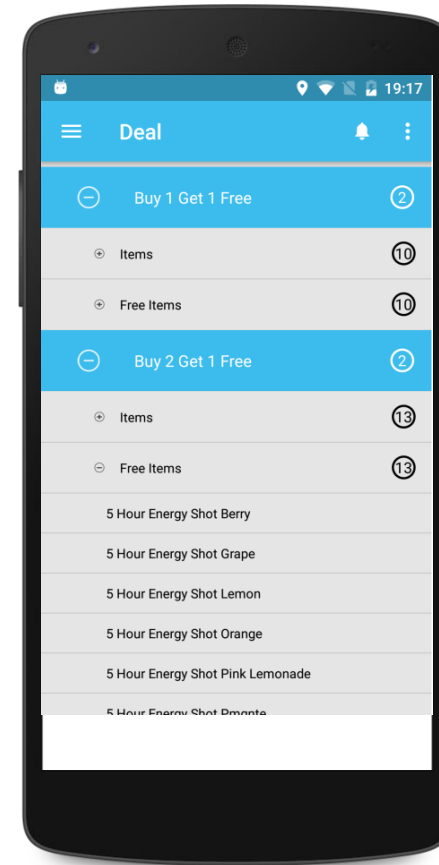
- Sales executive can collect due payment for the orders delivered
- Complete clarity about pending collection & invoices
- Sales executive can also collect / record advance payment
- Sales executive can record payment in terms of Cash, Digital payment and Bank information
- Record digital signature from customer for authentication

The smartphone screen displays the 'Create Receipt' form. At the top, there is a blue header with a menu icon, the text 'Create Receipt', and a notification bell icon. Below the header, the form is divided into several sections. The first section is a grey bar with 'Foot Locker' on the left and 'Cash' on the right. The next section contains 'Receipt Date' (01-Dec-2017) and 'Receipt Type' (Against Invoice Receipt). Below this is 'Invoice Date' (01-Dec-2017) and 'Invoice No.' (EMP004:011217:152857). The 'Pending Amount' is 15539, 'Discount' is 0.0%, and 'Total Payable Amount' is 15539.00. A 'Collection Detail' section at the bottom has three tabs: 'Cash' (selected), 'Cheque', and 'CreditCard'. Under the 'Cash' tab, 'Cash Amount' is 15539.



# Deals & Promotions

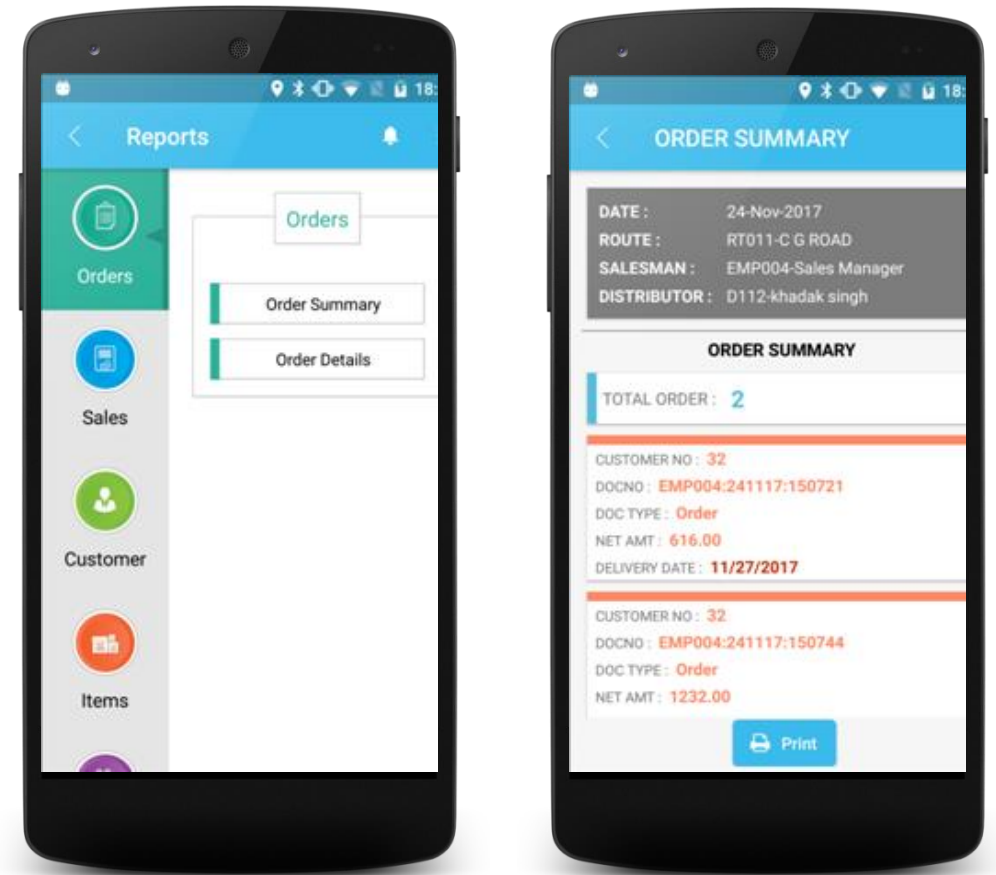
- Run various types of schemes and discounts to retailers/customer
- Apply discount offers to specific customer groups
- Sales executive can manage discounts & promotions while taking orders with automated validation process, based on different levels and groups.





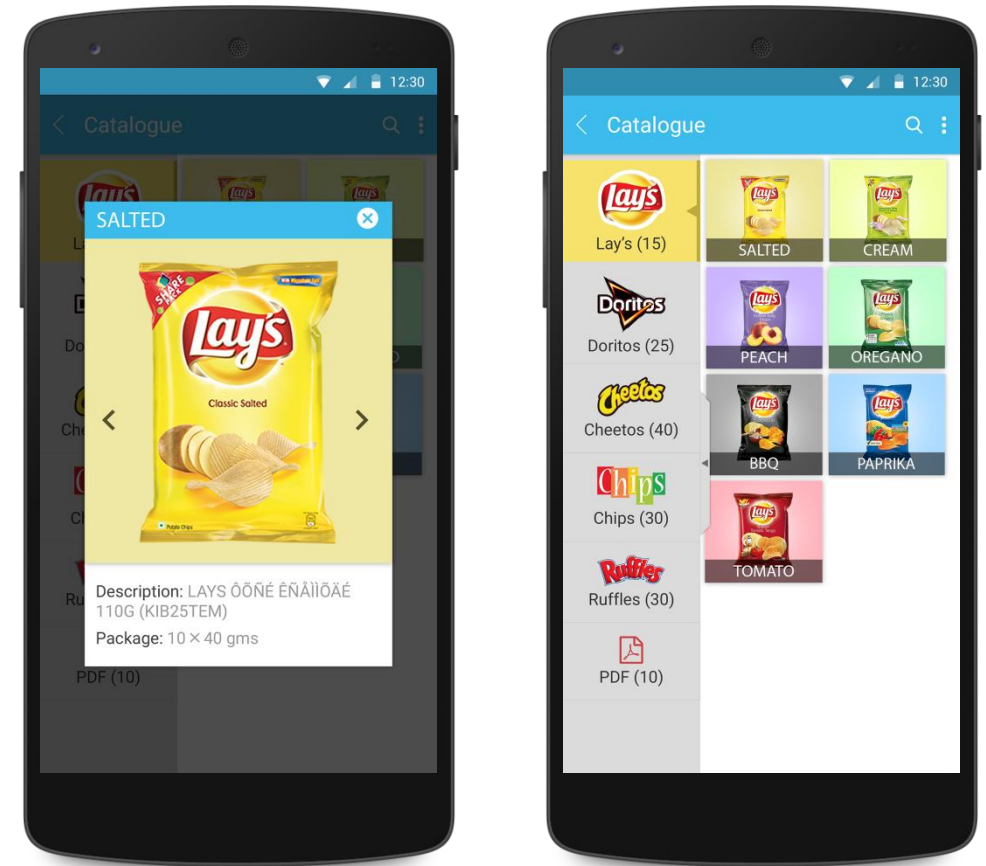
# Reports

- Field Executive can view his performance at a glance
- Sales executives can review summary of orders, sales, customer wise, item wise etc.
- Reports can be customized to track field activities
- Daily detailed order summary and order details reports at glance



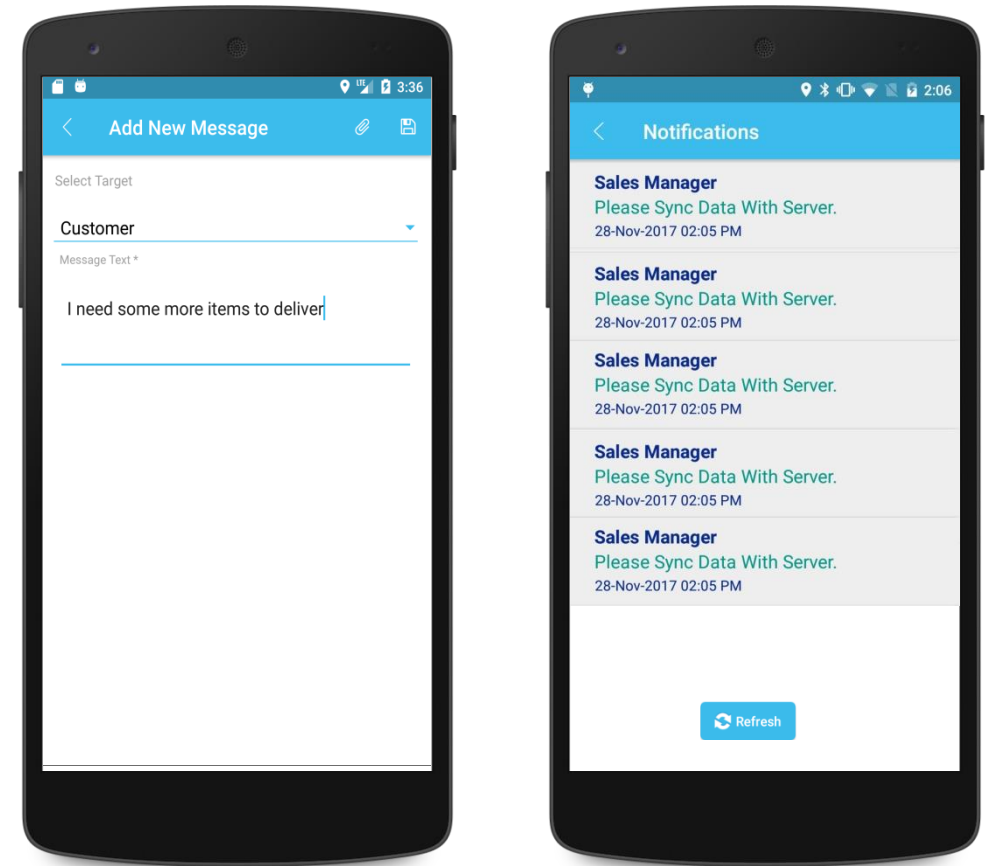
# Smart Presentation

- Product Catalogues made available on the go from mobile application
- Showcase new products and marketing planogram to the customer
- Digital collaterals can be sent remotely and displayed at the field users' device



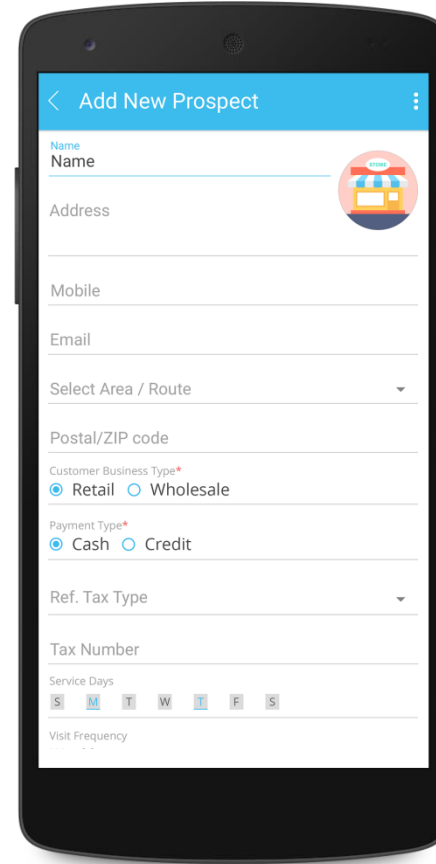
# Notifications & Messages

- Manager can push notifications via back-office to all or selected sales executives
- Manager can send messages to individual field employees
- Field executives can send customized messages to admin
- Field executives can capture customer messages / feedback and send it to back-office

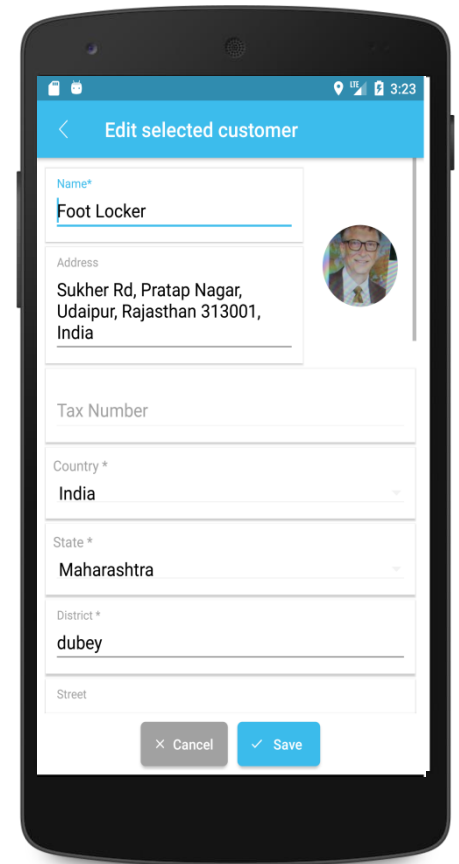


# Add/Edit Customers

- Add new business prospects with ease
- Field executives can capture minimal information of the prospect client
- Clean structured information for analysis
- Sales executive can update current customer details



The smartphone screen displays the 'Add New Prospect' form. The form includes fields for Name, Address, Mobile, Email, Select Area / Route, Postal/ZIP code, Customer Business Type (Retail selected), Payment Type (Cash selected), Ref. Tax Type, Tax Number, Service Days (S M T W T F S), and Visit Frequency. A small icon of a storefront is visible on the right side of the form.



The smartphone screen displays the 'Edit selected customer' form. The form includes fields for Name (Foot Locker), Address (Sukher Rd, Pratap Nagar, Udaipur, Rajasthan 313001, India), Tax Number, Country (India), State (Maharashtra), District (dubey), and Street. A profile picture of a man is visible on the right side of the form. At the bottom, there are 'Cancel' and 'Save' buttons.

# Survey and Customer Feedback

- Gather customer feedback / market information
- Create new MCQ (multi choice questionnaire) type surveys through back office and assign to field force to gather information from customers
- Configurable functionality:
  - Receive customer feedback on the go
  - Stay updated with market information

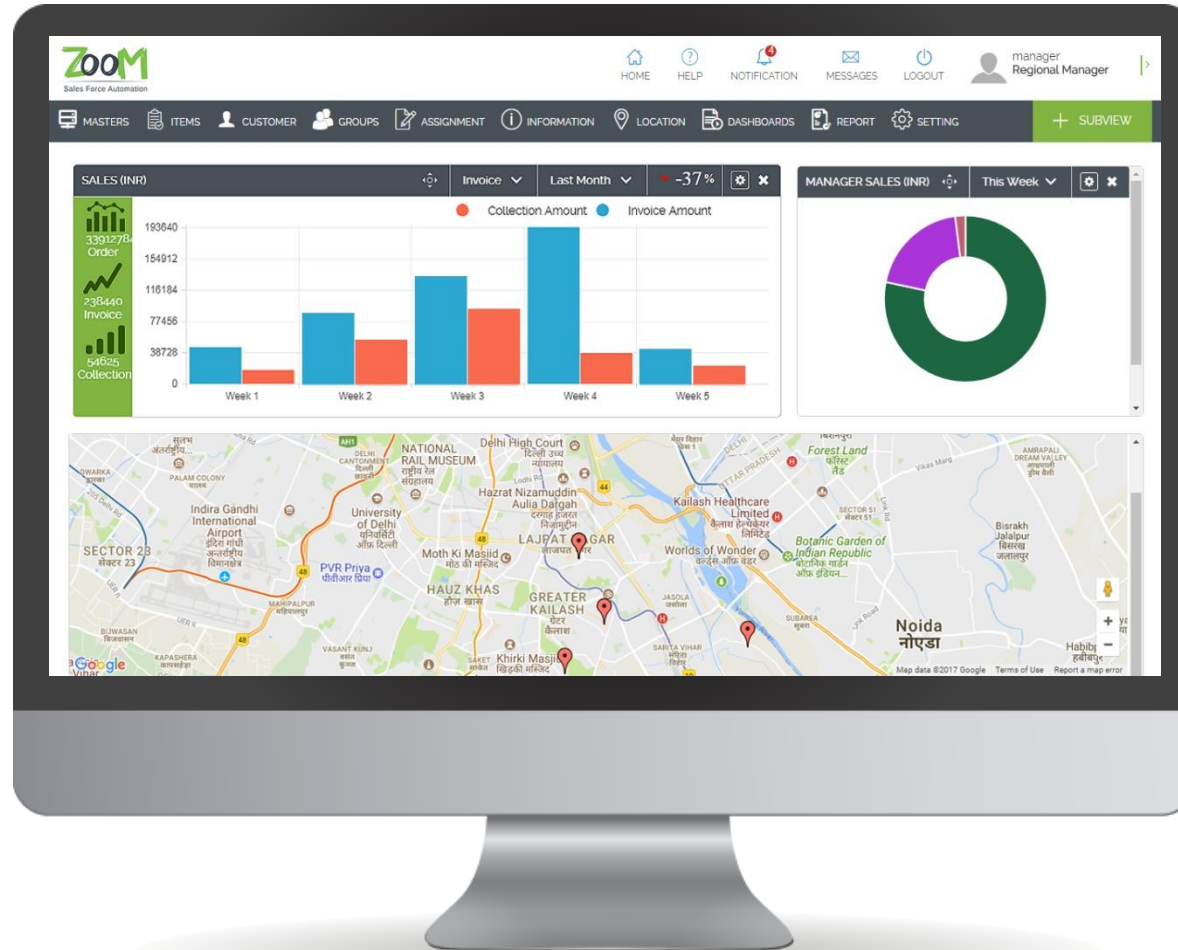
The smartphone screen displays a survey form titled "Survey Details" for "Shree Krishna General Stores" (Cash). The form includes the following sections:

- Header: "Survey Details" with a back arrow and a menu icon.
- Store Name: "Shree Krishna General Stores" (Cash).
- Question: "What are the THREE main reasons you didn't purchase [PRODUCT] from [COMPANY]?" (Reason - 1).
- Form Field: A text input field for the reason.
- Question: "Do you like our services?" (Yes/No).
- Form Field: Radio buttons for "Yes" (selected) and "No".
- Question: "How is our services?"
- Form Field: A text input field.
- Question: "Rate Our Services"
- Form Field: A star rating system (5 stars).
- Question: "How likely are you to suggested our services to other clients?"
- Form Field: A slider scale from 0 to 100.
- Question: "Will you use our service again?"
- Form Field: Radio buttons for "Yes" (selected) and "No".
- Question: "What items did you like the most?"
- Form Field: A dropdown menu labeled "Select Items".
- Buttons: "Save" (green) and "Cancel" (red).

The smartphone screen displays a feedback confirmation screen titled "Feedback". The screen includes the following elements:

- Header: "Feedback" with a menu icon, a notification bell, and a menu icon.
- Store Name: "70-Foot Locker" (Cash).
- Section: "Customer Comments".
- Text: "Customer satisfied".
- Form Field: A text input field.
- Footer: A grey button labeled "Customer feedback/inputs saved."

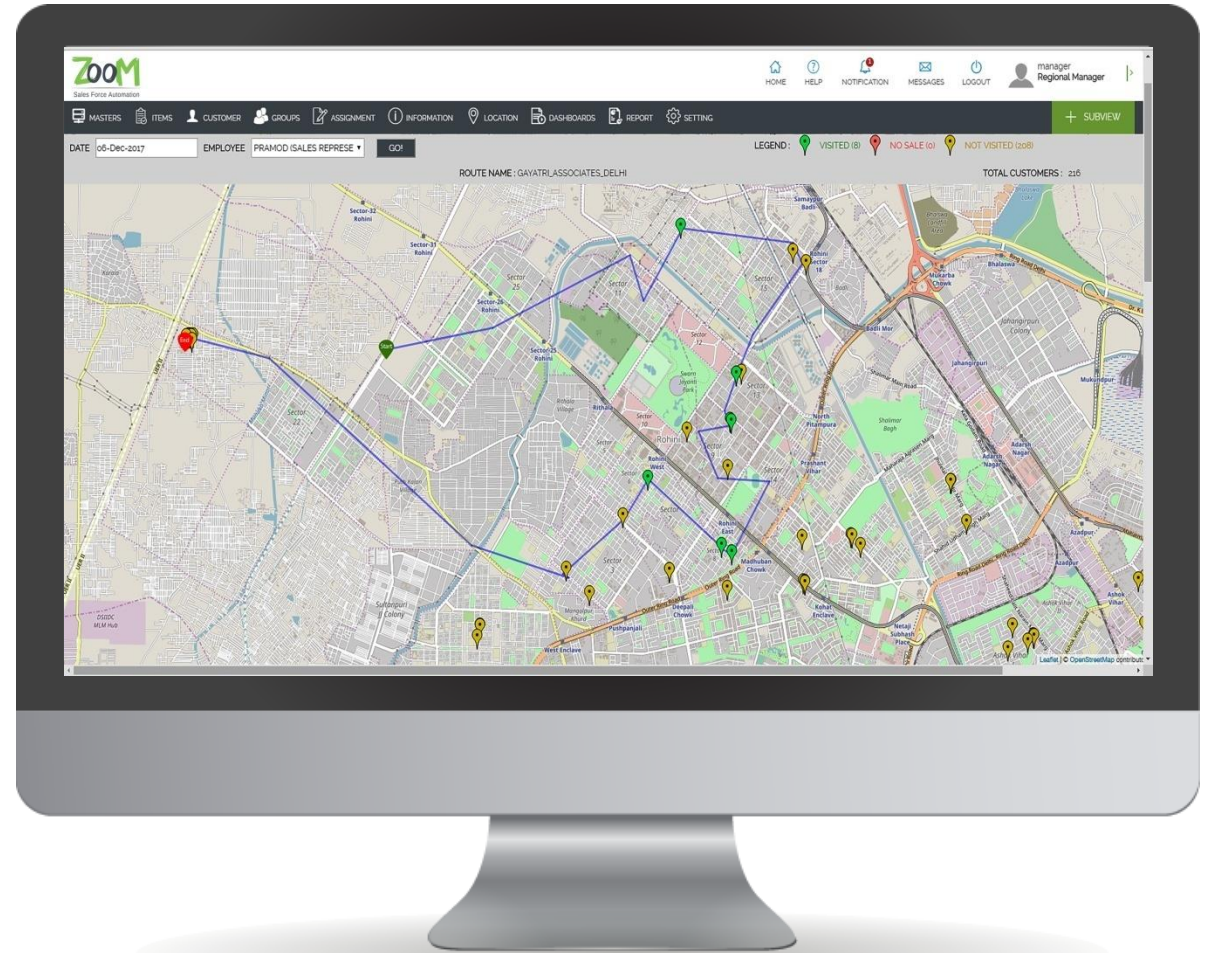
# Back Office/Web Portal





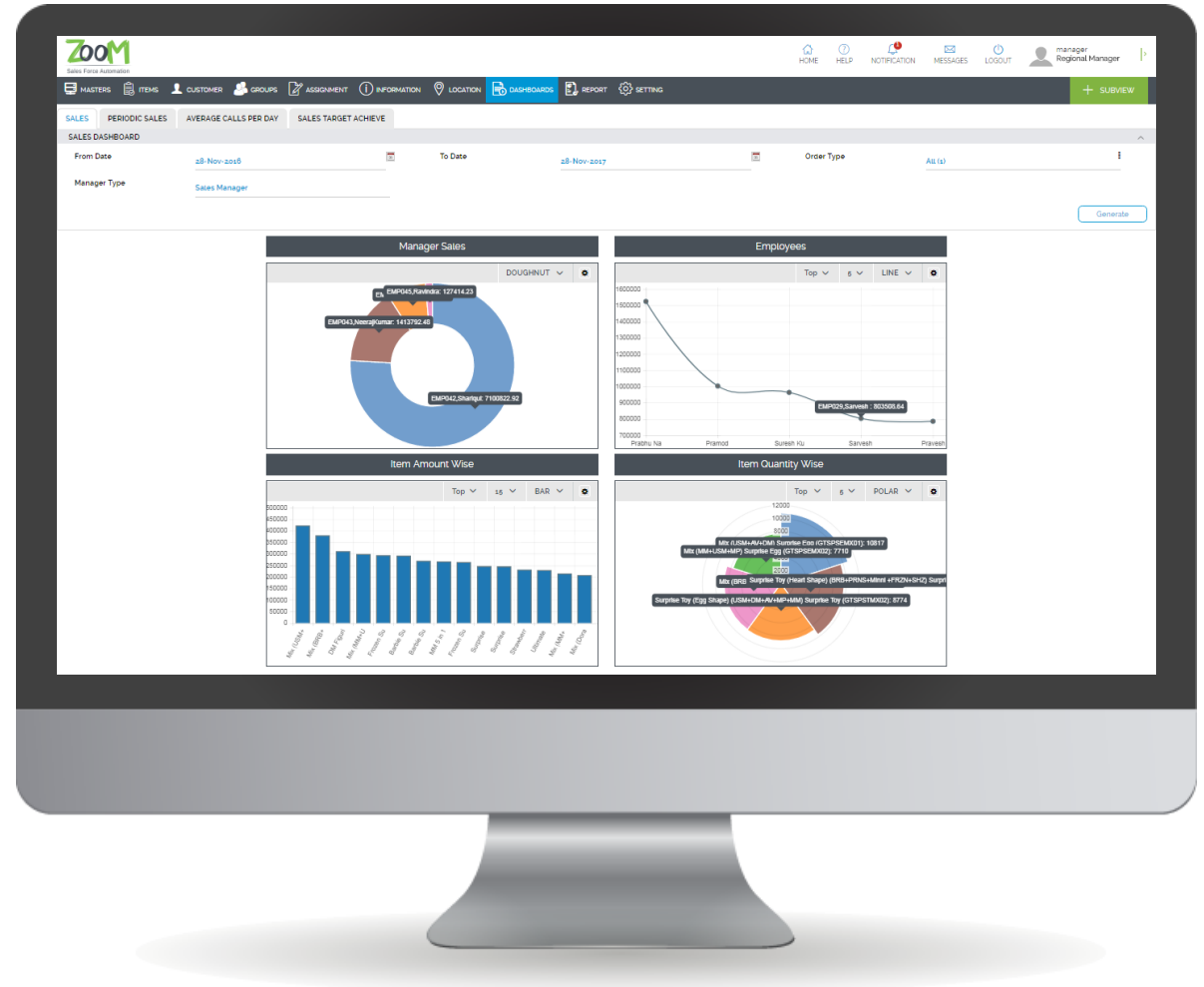
# Field Force Tracking

- Near Real time information of the Field Executives
- Productivity of the field force can be tracked
- Order information at a glance over legends of the served customers



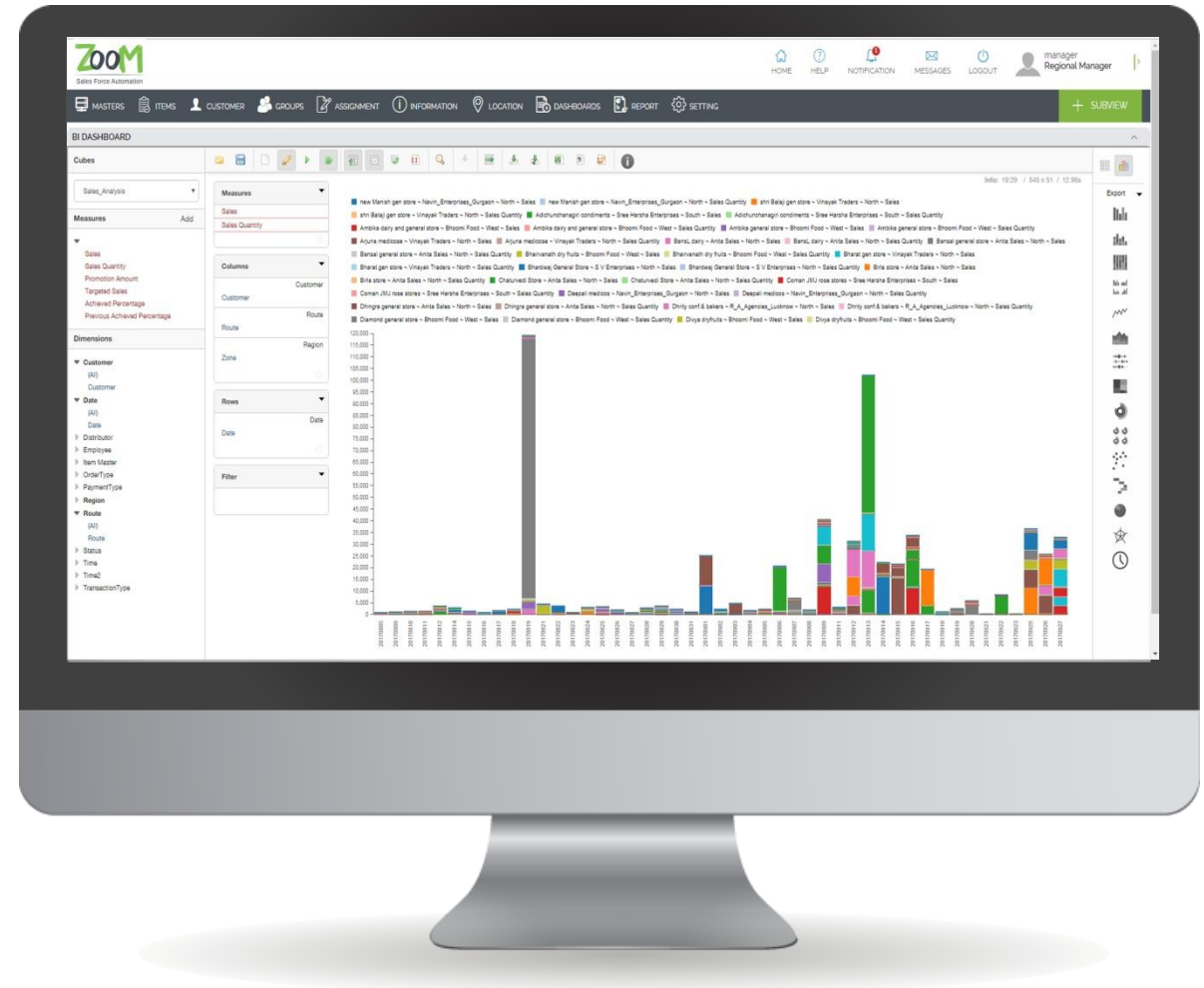
# Dashboard

- Sample Dashboards in various views like pie, line, bar, doughnut charts, etc
- Quick view of top / bottom performance of field executives or items
- Customized dashboard can be created on demand



# Ad-hoc Reports

- Customized reports can be generated on the fly as per the user preference
- Quick information access and view in table / graphical view
- Export to PNG and PDF feature is available in-built



# Attendance

- Field Force Attendance information
- Export attendance to Excel sheet
- Location info to validate the presence/absence

ATTENDANCE INFORMATION

EmployeeSuresh KumarFrom Date17-Nov-2017

ATTENDANCE INFORMATION DETAILS

EMPLOYEE#	NAME	ONDUTY ON	ON DUTY DESCRIPTION	ONDUTY LOCATION
EMP032	Suresh Kumar	2017-11-17 11:38 am	On Field	<a href="http://maps.google.com/maps?q=28.6935254,77.0885110">http://maps.google.com/maps?q=28.6935254,77.0885110</a>
EMP032	Suresh Kumar	2017-11-18 1:56 pm	On Field	<a href="http://maps.google.com/maps?q=28.6217019,77.0829351">http://maps.google.com/maps?q=28.6217019,77.0829351</a>
EMP032	Suresh Kumar	2017-11-19 10:01 am	On Field	<a href="http://maps.google.com/maps?q=28.7006995,77.1169149">http://maps.google.com/maps?q=28.7006995,77.1169149</a>
EMP032	Suresh Kumar	2017-11-19 10:02 am	On Field	<a href="http://maps.google.com/maps?q=28.7006995,77.1169149">http://maps.google.com/maps?q=28.7006995,77.1169149</a>
EMP032	Suresh Kumar	2017-11-21 12:46 pm	On Field	<a href="http://maps.google.com/maps?q=28.6675774,77.0712027">http://maps.google.com/maps?q=28.6675774,77.0712027</a>
EMP032	Suresh Kumar	2017-11-22 09:27 am	On Field	<a href="http://maps.google.com/maps?q=28.6936302,77.0882264">http://maps.google.com/maps?q=28.6936302,77.0882264</a>
EMP032	Suresh Kumar	2017-11-22 09:27 am	On Field	<a href="http://maps.google.com/maps?q=28.6936302,77.0882264">http://maps.google.com/maps?q=28.6936302,77.0882264</a>
EMP032	Suresh Kumar	2017-11-23 11:46 am	On Field	<a href="http://maps.google.com/maps?q=28.6677045,77.0715384">http://maps.google.com/maps?q=28.6677045,77.0715384</a>
EMP032	Suresh Kumar	2017-11-24 08:39 am	On Field	<a href="http://maps.google.com/maps?q=28.6951175,77.0822415">http://maps.google.com/maps?q=28.6951175,77.0822415</a>
EMP032	Suresh Kumar	2017-11-24 08:40 am	On Field	<a href="http://maps.google.com/maps?q=28.6951175,77.0822415">http://maps.google.com/maps?q=28.6951175,77.0822415</a>

# Integrations



# Support System





# Add-on's



Vehicle Tracking  
System



Distributor / Retailer  
app



Distributor management  
system



# SPEC's Other Solutions

Renaissance - Enterprise  
CRM (eCRM) Solution



*eSAM*

Service and Maintenance  
Solution

Mobile ERP Solution



Online Help Desk  
Management System



**THANK YOU**

**Looking Forward To Have A Mutually Beneficial Association.  
Assuring You Of Our Best Services Always.**

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