**Client Business Need**

Swyft has several telecommunications clients, with our largest listed on the S & P 500 with over 8 million customers in 21 states. These clients share very common business needs:

* Offering complicated product bundles and pricing
* Addressing product availability varying by market and street address: high speed internet options, IPTV, cable, phone and home security options
* Ensuring consistent customer communication from the field, inbound call centers, outbound telemarketers and email campaigns
* Ramping up door-to-door field sales teams and call center support groups with the latest targeted sales offers and collateral by prospect
* Masking an array of outdated systems, often inherited through acquisition, to provide an efficient user interface and workflow to fulfill orders
* Providing employees a means to provide accurate sales and excellent service

**The Solution**

Swyft designs, configures and deploys an end-to-end solution to fully automate and track the selling, processing and provisioning of our client’s orders.

For the seller, Swyft Mobile replaces paper forms, scribbled notes, and product availability charts with an iPad or smart phone supporting a state of the art sales experience. Without referencing color-coded sales kits, the seller instantly accesses available products, plans and prices for a specific prospect. In the best-case scenario, order data is collected, a buyer signature is captured and the data is immediately sent to the operations team for processing. In other cases, the seller may schedule follow-ups or simply send all relevant information collected to Marketing for future follow-up.

Now, let’s follow that best-case scenario….

This is where the Swyft Office Desktop comes in. As soon as the signature is captured and order submitted, all of the customer and order data is sent into an Operations workflow. We quickly tailor each workflow to specific client needs, but the flows typically include order validation, additional info required, credit verification, installation date confirmation, install complete, and quality follow-up. The Operations team can use the Swyft Office Desktop to front-end a variety of legacy systems but keep track of order-processing status from a single dashboard.

Next, to track, evaluate and optimize all of those sales and prospect follow-ups…

The Swyft Management Portal enables authorized users to make prospect assignments; track sales activities; manage departmental sales appointments; and report in real-time all individual, team and departmental activities in the field. By tracking immediate results, a sales manager can reassign canvassers from a low-take rate neighborhood to a new area before burning a full day of productivity. With geo-location as a reporting parameter, managers and supervisors are notified when product offers are not presented at an assigned business or residential location, ensuring face-to-face selling are not replaced by phone calls.

**Swyft Customer Benefits**

* Increasing productivity of the sellers = more new customers contacted
* Closing sales while in front of the customer = more sales closed
* Presenting only available services and price bundles = fewer order errors
* Real-time reporting, by seller, team or geography = right sellers in right place

**The Technology Platform**

Swyft Mobile can operate as a stand-alone solution, or enable clients to mobilize access to virtually any corporate application like CRM, ERP and proprietary solutions. The platform provides standard integration to Salesforce, Oracle Sales Cloud, Microsoft Dynamics CRM, Infusionsoft, SAP and the platform is designed for quick, inexpensive access even to legacy applications.

Unlike similar mobile solutions, Swyft Mobile usually requires **no** corporate **IT development resources**, and runs on iOS, Android, Microsoft and Blackberry smartphone and tablet operating systems.