**smart force**   Powered with   **adStringO**

# Automate Your Sales process with Smart-Force

## User Case Study from India's Large Finance Company

### Existing Process

A Loan Mortgage disbursement process starts from the Sales team submitting the Filled Application form with the mandatory supporting docs to the Branch Ops Executive. The Branch ops scan these forms and attach to the BPM Workflow system where Data-entry and Quality Control is done. Post this the Credit Risk team starts underwriting the case and advises the finance for disbursement based on qualified eligibility. If an Exception is identified the entire process need to be followed again by sales team.

### Current Challenges:

- Turn Around Time from Customer submitting the Application form with supporting docs to receiving Disbursement Cheques runs upward of 14 days
- Unable to measure the productivity on large sales force
- Customer on-boarding and servicing is highly document intensive and process cycle takes multiple days.
- Improper filling, missing supporting documents and loss in transition add to the turn-around-time for the process
- Deficiency of knowledge / Training on new product, Process and Pricing
- Missing Complete visibility and control over all your customer data & deals
- Erroneous forecasting and delay in Process leads to cross selling
- No visibility on target, Planned Vs. Actuals with individual /region
- Despite using Mobility to onboard customers Application with Supporting Documents, Transmission fail at Point of Sales due to size of the image / data files while uploading
- Unavailability of instant access to sales information's (Catalogs, Broachers, Etc.) and Customer Data
- Failure to meet customer financial need due to semi-manual process and might loose the customer to competition.

### Smart-Force Solution: -

Smart-Force is an Android Tab & HTML5 based sales force automation App which gives sales team members access to key product information allowing them to perform critical sales functions including accessing product information, lead creation, manage leads, convert lead to order, Immediate placement of orders, Capture the Application/order data digitally with supporting images files, Checking your order status, updating sales pipeline information, and looking up client details many more.

Smart-Force has been powered with AdStringO endpoint compression – An Enterprise World Class Image Capture &Compression Technology that helps to compress the captured image by up to 96% from a Smart Phone or Scanners. With this technology now field team on-board customers from the point of sale i.e., home or dealer place.

## Key features and benefits of Smart Force App

- Create Lead, Convert Lead and on-board customer & upload the supporting documents (Images) at Point of Sale
- Using adStringO™ compression technology a 2.5MB per page image file reduced to less than 200 KB with losing quality which get easy transmit even with 1G/2G networks.
- Turn around time from 14 days now reduced to 4 hours
- SMARTFORCE allows sales personnel and their respective superiors to share data real-time with android Phones & browser based devices
- Dashboards with Business Intelligence report to Sales force and Management
- Manage Lead, Quote, Sample, Order and track with reports
- Enables holistic view of Sales Journey and Plans
- Message broadcast /Tweets to the Sales force with the updated product information at point of need
- Instant access to key customer data for their relationship
- Improved Productivity, TAT Reduction & Eliminate back office processing time
- Eliminates courier/data entry delay and its associated operational cost
- Smart force helps successful in increasing data accuracy and in minimizing manual errors
- Capture Compressed Supporting documents along with Digital Application form and integrates with any existing BPM or DMS system
- Eliminates BPO Data Entry Cost
- Saves upto 96% of Storage and Network Bandwidth cost.

**CIO – Large Finance Company**

"With Smart-Force powered with adStringO™, field representatives themselves fill all Application Mandatory fields and capture supporting documents like KYC, AML etc. using Scanners & Mobile photos then Compress to smaller file without losing aspect ratio and Meta data to initiate critical business processes at the transaction point itself by a click of the button".

**To Transform your sales force**

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