



CASE
STUDY

**World's Largest Bedding
Provider Empowers Field
Sales Workforce with
Mobility Solution**

CUSTOMER PROFILE

The company is the world's largest bedding provider. The company develops, manufactures and markets mattresses, adjustable bases, pillows and other sleep and relaxation products which it sells globally in approximately 100 countries.

The company is headquartered in Lexington, Kentucky and its brand portfolio includes many of the most highly recognized brands in the industry.

The Company sells its products through three distribution channels in each operating business segment: Retail, which consists of furniture and bedding retailers, department stores, specialty retailers and warehouse clubs; Direct, which consists of electronic commerce (e-commerce) platform, Company-owned stores and call center, and other, which includes third party distributors, hospitality and healthcare customers.

BUSINESS CHALLENGE

The company was looking for a mobility solution which would work seamlessly with Dynamics CRM to assist the Sales force in their day to day activities while out on field.

Resco Mobile CRM was chosen as the solution to be deployed and closely integrated with Dynamics CRM on mobility devices.



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SOLUTION

NDS has implemented Resco mobile CRM for the company for 22 countries with the below functionalities –

Store management

The company's Sales force wanted an on field solution which is robust and centralized that would allow them to know the location of all their Authorised retailers.

Solution Provided

Details of the authorised retail outlets were maintained as "Doors" in the Dynamics CRM web application, the same was provided via the mobility app Resco Mobile CRM. The Mobile form layout and fields required were deployed as per the customer requirement.

Store training management

As a practice the company empowers their retail partners by providing constant trainings and product updates for their offerings, the same needed to be extended to the field force which would allow them to offer better service to their business partners.

Solution Provided

Within MS Dynamics Web application, the store training management was managed via a Custom entity called "Trainings". The same was extended for the field sales force using Resco Mobile CRM.

Route Planning for a Sales Person

The company wanted their entire field force to be more efficient and productive while field visits, they were looking at an automated tool which could provide the same by rerouting the Shortest route for All day to day visits to reduce the time of Sales Person visits.

Solution Provided

Resco Mobile has the functionality to be linked to Bing maps, the same feature was used to create the shortest route for all the scheduled day to day visits which needed to be Completed by the Field Sales person in shortest time.

Dashboards

With the help of Resco Mobile CRM charts with real time data were extended to the field force of the company. A few of the charts are as below mentioned.

Monthly Visits

Quarterly visits

Partner Trainings completion

BENEFITS

With Data always available on the go at any time the company has benefited by enabling their field force with accurate, real time and prompt information for decision making and action.

TECHNOLOGY



ABOUT NDS GLOBAL

NDS Global, a trusted Microsoft Gold Partner, offers its customers consulting, implementation, development and support services on Enterprise, Cloud & Mobility for digital solutions.

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Headquartered in the US since 1999, we are preferred partners to customers in USA and India. Our customers span across Consumer Goods, BFSI, Infrastructure, Manufacturing, IT/ITES, and Retail.

A strong team of 180+ Microsoft consultants have provided many a success stories to Enterprise & Small/Medium customers globally.



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