



Case study B2B Enterprise Apps

How mobile apps can fuel business growth

The challenge

"How can we help our sales teams manage and convert their sales pipeline and provide aftersales support and training, effectively and efficiently, even when they are out of the office?"

This is a common query that we are often asked by enterprises—multinational and national.

The solution

Mobile Applications

Success in today's business world is not only dependent on being digitally savvy, but having a mobile centric approach too.

Why?

If your sales teams can't gain access to essential resources and tools, such

as product catalogues or pre-configured product packages, whenever and wherever they are, they hit a wall and the wheels of commerce grind to an abrupt halt.

Of course, it stands to reason that Mobile Apps are a must if you have 'mobile sales teams', but often the barrier to working with them comes down to network coverage and connectivity, and being shut out of visiting companies' networks.

That is why we develop enterprise apps to ensure the lack of network connectivity is no barrier to doing business. We build to enable essential data feeds to be cached to work offline, with in-built device memory notifications preprogrammed to communicate with users when their memory capacity is running low.

Offline app capability allows sales people to sync orders, events and content submissions whenever they choose, even at the end of the day. The overriding objective is to facilitate business and sales wherever.

Content of all apps is unique. We source complex, multi-layered data feeds from product catalogues, customer accounts details, and



when it's a potential new customer, we provide inbuilt email and phone look-up validation tools to check the details are correct. We can facilitate including a wide range of resource collaterals—PDFs, videos etc.—as well as adding event calendars and social media connectivity.

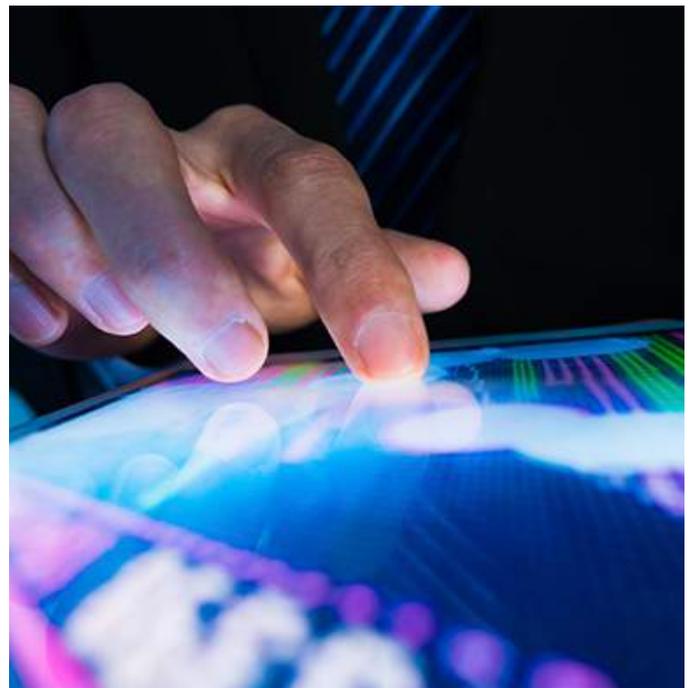
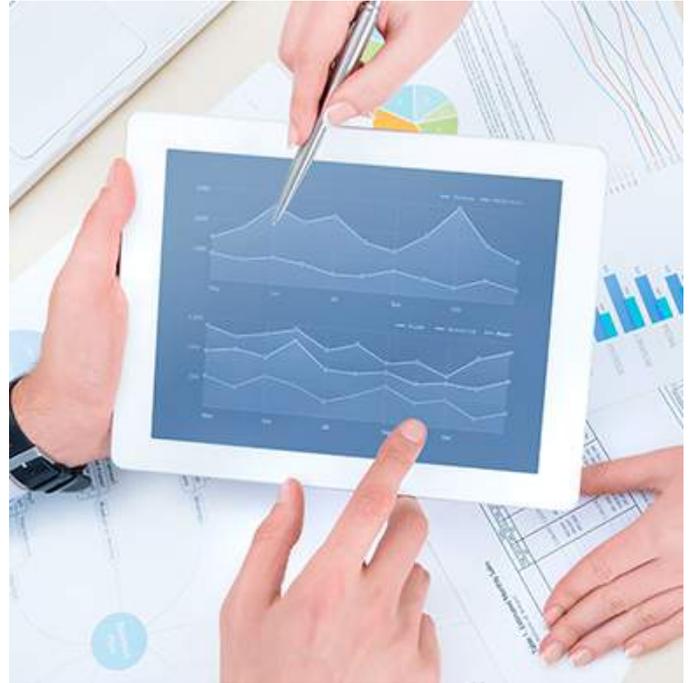
Apps need to process submissions of new sales orders into the back-end company sales operation. We help marketing teams nurture potential new business leads by connecting leads with existing marketing automation programmes such as Eloqua, Marketo, Active Demand, etc, as well as enabling users to register for forthcoming internal or external webinars and training event programmes.

Essentially, we create mobile ecosystems containing business intelligence, insight and sales data that seamlessly integrates with existing core company tools.

The results

Delivering tangible value to our client's business through accurate and qualified lead contacts, leading to substantial sales conversations from new customers, as well as increased value and volume sales from existing clients. Further, more engaging and purposeful relationships are cultivated with implementation of value add Account Based Marketing programmes.

Leading companies are dynamic and progressive. Using mobile technology helps them to operate smarter, get ahead of their competitors, and provide the critical advantage they need to fuel growth and thrive—and that is what new business is all about.



Talk to us today

To discover how Ratio can make a difference to your business, email steved@ratiocreative.com

Ratio Creative

1 Oxford Road, Newbury,
Berkshire, RG14 1PD

+44 1635 524 469

ratiocreative.com