

Nokia needed a retail merchandising solution for its team.

We drew up a strategy for visual reporting.



Our enterprise mobility platform enables provisioning of mobile apps within minutes, ensuring information availability at all times and the freedom to transact anytime, anywhere.

Mobiliteam™ helps Nokia management track and plan their retail merchandising campaigns.

Sector: Telecom

Solution: Mobiliteam

Client: Nokia

Challenge:

Develop and deploy a mobile app in order to monitor progress on their retail merchandising campaigns.

Results:

Improved inventory supply, visual data representation using maps and image galleries, timely updates on the campaign schedule and feasibility reports on empanelling new stores.

THE CHALLENGE

Nokia – a EUR 2.5 billion company, headquartered in Finland, with operations around the world is a leader in the fields of mobile devices, network infrastructure and location-based technologies – needed to develop a mobile app for their partners who execute retail merchandising campaigns for mobile devices in order to plan their daily store visits, report merchandising inventory delivered to the store, collect data on unlisted stores to check the feasibility of empanelling new stores and showcase visuals on merchandising activities performed.

Nokia was facing a few challenges when executing their retail merchandising campaigns i.e.

- Delayed reporting on activities completed.
- No location data to support the reporting.
- No visuals on the activities performed at the store.
- Inventory supply inefficiencies due to delayed reporting.

Nokia, approached the team at Mobiliteam™, who has a proven track record of developing and deploying enterprise mobile applications within minutes on its mobile enterprise application platform.

THE SOLUTION

Mobiliteam, enterprise mobility experts created a rollout strategy in agreement with the business and IT team to deploy the application on cost-effective mobile phones.

The platform was configured to import store visit plans for each field executive on a daily basis and display visit reports supported by location data, camera images and inventory supplied. The mobile app was designed on the platform, with contextual help to assist the field force to record information, when on the field, even in areas with poor network connectivity.

THE RESULTS

The mobile application was successfully rolled out to 200 field executives on budget phones, across 15 locations including Tier 2 cities.

The mobile application rollout resulted in

- Regular updates on the campaign schedule
- Improved inventory supply to stores
- Visit reports with geo location and images showcasing the activity performed
- Visual presentation of data using maps and image galleries

Mobiliteam empowers the management at Nokia to view regular updates and vital information on their retail merchandising campaigns, resulting in operational efficiency and data reliability.