

UltraTech needed a reporting solution for its technical field force.

We empowered them to report On-The-Go.



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 UltraTech employees report business information and competitor-intel from the field.

Sector: Manufacturing

Solution: Mobiliteam

Client: UltraTech

Challenge:

Develop and deploy a mobile app to capture daily reports for the entire technical field force.

Results:

Increased order booking, reduced the time to resolve problems reported at the construction site and facilitated informed decision making based on data gathered about competitors.

THE CHALLENGE

UltraTech Cement – India’s leading manufacturer of cement and amongst the top cement producers globally, a part of the US \$40 billion Aditya Birla Group – needed to develop a mobile app for their technical field force to plan their visits, record leads and complaints during their site visits, track competitor activities and book mobile cement lab visits for construction sites.

UltraTech had a mandate from the management to roll out the solution within a few weeks, and to address the issues experienced in the past when developing mobile apps i.e.

- Ensure compatibility with multiple mobile devices.
- Seamless integration with legacy systems.
- Automatic versioning to embrace system changes that are a result of a dynamic business environment.

UltraTech, 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 Android phones.

The platform was integrated with existing systems to pull master information about retailers, products, visit plans, mobile lab schedules and construction sites. The mobile app was designed on the platform, with contextual help to assist the technical force to record information, when on the field, which would then be pushed to an external system to provide critical business intelligence reports.

THE RESULTS

The mobile application was successfully rolled out to 1500 technical field personnel within 3 weeks, including a round of testing and pilot run with select business users.

The mobile application rollout resulted in

- Increased order booking of cement
- Higher rate of lead conversions
- Customer delight through immediate responses to problems reported at the site
- Regular updates on competitor activities, enabling well informed decisions

Mobiliteam empowers the technical field force at UltraTech to record field visit information from their mobile devices, resulting in increased orders and a satisfied customer base.