



mSales

Sales Force Automation

About EME

EME, today, is acknowledged as the emerging leader in Enterprise Mobility Solutions in the MENA region. This springs from a core competency, nurtured through a single minded focus on Mobility since 2004

Powering Enterprises Around The Clock

Recognizing the potential of Mobility in becoming a growth engine for tomorrow's enterprise, EME has dedicated a decade of research to pioneer a portfolio of tools and services to enhance enterprise mobility strategies.

Our enterprise mobility solutions find application across the value chain of an enterprise, enabling customer retention, employee productivity, optimal speed to market and lowered cost of customer acquisition or service.

Our pioneering solutions for the Government, Telecommunication, Payment, Distribution, Real Estate and Education industries are revolutionizing customer and employee engagement.

Our customers are recognizing the ROI, enabled from our applications, through increased profitability, improved customer experience and loyalty, as well as employee productivity.

Powering Sales Team

Sales force Automation Solution

Convert Leads to Sales

EME is at the forefront of exploiting the newest capabilities of mobile technology, to build a distinctive sales representative and customer experience.

Workforce Enablement

EME's high impact sales solutions enable high performing organizations to leverage mobility to increase deal size, decrease

sales cycles and positively impact profitability. Through improved sales activity, sales team satisfaction, reduced attrition, improved customer experience, and high levels of transparency, traceability and predictability for company executives.

Efficient Sales Process

EME's mSales solution automates the full cycle of your sales activities

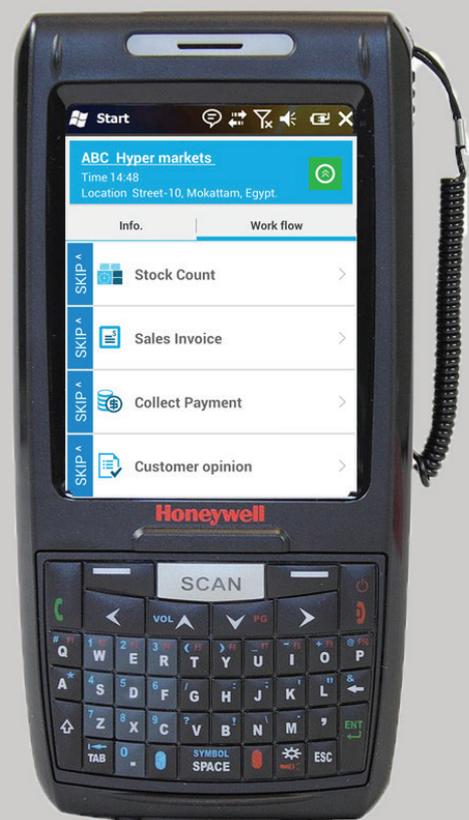
- field sales or presales, and links it to existing backend solutions. it provides the sales organization with a complete detailed view of its operation, including dashboard reporting and graphical presentation.

mSales

mSales is designed to be a flexible platform that meets different needs of different business sectors such as FMCG, pharmaceutical, banking (loan officers, credit card salespersons), insurance, government and telco distributors.

mSales handles all merchandising activities such as customers and products survey, monitoring and reporting competitors moves and initiatives, and protects your investment against out-of-stocks, out-of-date promotions, misplaced or misused display assets.

mSales integrates with ERP solutions Oracle EBS, Microsoft Dynamics and SAP.



mSales Features & Benefits

Mobilize. Engage. Empower. Transform



1. **Maximize your ROI** by automatically tracing customers buying habits.
2. Enhance **Customer Satisfaction** by better, faster and more professional service.
3. Dramatically **Improve Performance** of sales representatives through advanced GP tracking system.
4. Improve **Sales Team Utilization** by applying an adaptive visit route planning optimization tool.
5. Grow your **Sales Revenues** by monitoring sales achievements versus sales targets.

More Features

Beat your competitors

6. Analyze **Sales Visit Quality** through monitoring visit duration and output versus visit target.
7. Effectively **Accomplish your Marketing Strategies** by easily applying automated customer specific pricing and promotions
8. Maintain **Customer Satisfaction** through monitoring delayed orders.
9. Gain a **Competitive edge** by monitoring your competition moves in the market in timely manner.
10. Ensure **Customer Loyalty** by applying regular online customer satisfaction surveys.
11. **Cut Visit Duration** by automatically recommending the customer favorite items, quantities, and the applicable promotions.
12. **Be Always Informed** by the automated SMS and email business alerts.
13. **Take Intelligent Decisions** based on a comprehensive reporting, dashboard and business intelligence tools.
14. **Increase Efficiency** and reduce errors and data entry time and cost by automatic integration with implemented ERP solution.

Verticals :

- FMCGs
- Food and Dairy
- Pharmaceuticals
- Medical Reps
- Collection Companies
- Service Providers
- Telecom Distributors
- Market Research
- Banks (Credit Cards Sales and Loan Officers)
- Microfinance

Regional Network

We have success stories in 8 countries in the region.



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