AT A GLANCE

Company:

- A major Leisure and Hospitality company in India
- Operates 40 luxury resorts at some of the most exotic locations in India and abroad

Industry:

- Leisure & Hospitality

Target Audience:

- Employees & Contractors

Need:

- Capture prospect contact details and meeting status
- Automate key steps in managing the sales pipeline
- Provide team performance data to senior management

Solution:

- Intelligent SMS-based solution captures meeting status
- Online dashboard displays real-time performance of Sales team
- OpenMarket's Mobile Engagement Platform powers the solution

Benefits:

- Convenient and fast for the Sales team to text in meeting status
- Complete visibility of Sales team performance to senior management
- Real-time reports provide prospect details, meeting date and results, and sales team member details

Mobile Engagement Increases Sales Team Productivity at Leading Leisure & Hospitality Company

Challenge

A leading leisure and hospitality company operating numerous resorts in exotic locations around the world needed an accurate automatic method to track sales meetings and their results. While the business model was based on member subscription and the Sales team was responsible for signing new customers, there was a separate division focusing on selling the unused resort inventory to other enterprises for business hospitality purposes.

The problem originated within the division carrying the unused inventory. They did not have a reliable system in place to manage the pipeline and capture the results of the sales meetings. At the end of every day, team members would record their meeting entries in an Excel spreadsheet and email it to management. Due to various factors, important details about meetings were missed, leading to confusion.

To help manage the large number of daily entries, a sales associate consolidated all of them on a daily basis, and generated a report. The process was manual and time-consuming, and prone to errors.

With simplicity and automation as their key criteria, the business implemented a mobile engagement solution from OpenMarket, enabling them to take their employee interactions to the next level.
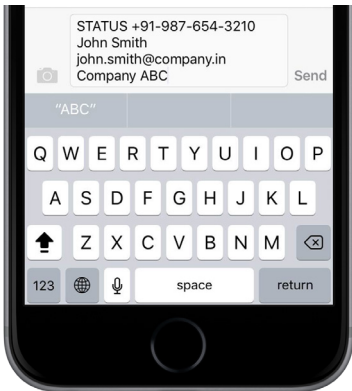
Solution

This leisure and hospitality company chose OpenMarket's Mobile Engagement Platform to create a simple and effective solution to capture the meeting status of its Sales team.

Using the drag-and-drop Service Editor in the platform, OpenMarket created a solution that captured all incoming status messages from the sales team and sent a confirmation to them. The solution parsed each incoming message to categorize it under headings such as prospect name, prospect phone number, prospect email ID, and enterprise name.

The solution also provides a real-time report that displays the above information along with the details of the corresponding sales owner. Additionally, a dashboard gives the sales team high visibility of their performance to senior management.
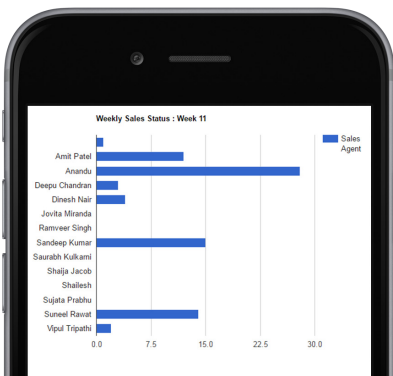
The primary differentiator of this solution is that it is based on mobile messaging interactions and has no reliability on data services or the type of phone. Sales team members can send status messages immediately after their meetings with the enterprises.

- Sales team member sends a text indicating that a cutomer meeting occurred.

- System confirms receipt of status update.

- Sales team members access a sales dashboard via their mobile phone.

Results & Benefits

- Meeting status solution was easy to implement, enabling the sales team to adopt it within 3 weeks

- No missing data, as updates are recorded immediately after a meeting

- Real-time access to the pipeline for the management team

- Senior leadership can access real-time dashboard for high level overview of performance. No manual effort required to maintain the system, which minimizes errors and improves overall experience with this process

About OpenMarket

OpenMarket, a division of Amdocs, helps enterprises use mobile to transform their business. OpenMarket provides mobile engagement solutions for organizations to optimize their operations and enhance relationships with their customers and employees. Major enterprises choose OpenMarket for our domain expertise, service flexibility, demonstrated performance and reliability, global scale, and corporate maturity. We provide smart, interactive connectivity to more than 200 countries, enabling businesses to engage with nearly every mobile user around the world. Our clients trust us to power their mobile business. For more information, visit www.openmarket.com.