

## **Adding Mobile Technology To Your Business – Not If, When!**

### **Why Businesses are Considering Mobile Platforms**

The increasing demands from customers, coupled with increasing competition are putting pressure on businesses today. As a result, many businesses are looking into the benefits of deploying a mobile platform. Businesses are looking at mobile platforms as a way to provide productivity improvements for people in the field, whether they are salespeople, field employees or decision makers.

### **The Benefits of Having a Mobile Platform for Your Business**

One of the key benefits of having a mobile platform is it allows you to do business in the moment; helping you stay connected and productive while you are away from the office. The benefits of a mobile platform will be different from business-to-business, but the basic efficiencies will resonate across most businesses.

#### **Some of these benefits are:**

##### Productivity Gains

- **Turn-a-round times.** With access to the actual system of record, mobile employees spend less time updating and collecting missing information.
- **Improved organizational efficiency.** Mobile capabilities facilitate communication among the various work groups involved throughout a process.
- **Complete information.** Having access to all of the information enhances manager's ability to approve and delegate faster.
- **Process improvements.** With faster exchange of information, mobile employees can be alerted in real-time to changes or issues that arise, allowing them to react immediately.
- **Improved processing efficiencies.** Having access to information when you need it means less steps and fewer errors.
- **Increased speeds for processing proposals and contracts.** When top-level management receives information in real-time they are able to make better, quicker decisions including deploying asset tracking and resource management, and delivering mobilized forms.

##### Providing a Better Experience for Your Customers

- **More responsive.** Having access to real-time information allows you to react to customer requests on a timelier manner.

- **Better service.** Better communication and faster administrative processes improve the quality of your customer service. This will allow you to address your customers' needs on their timeline.
- **Increased customer satisfaction.** Offering more efficient processes and the ability to be more reactive and accessible to your customer's needs, will lead to greater customer satisfaction.

Organizations need to be able to deploy a mobile platform that leverages newer technologies and business processes. A viable mobile platform delivers key tools to build and deploy mobile applications. An extensible platform that can speak to the variety of applications, devices, and wireless technologies and at the same time deliver key management and security components and meet the demand and expectations of both IT and the mobile user.

### **Industry Specific Mobile Applications**

Mobile applications are becoming more prevalent across a number of industry specific markets, and although the business drivers for mobile applications vary from industry to industry, a common framework has begun to take shape. Simply put, businesses have started to apply mobile technology to the processes where the integration of real-time information will improve process quality. Although the definition of process quality varies by industry, some general characteristics include the following:

- **Better decisions.** To many field employees, the value of having access to real-time information is invaluable when making decisions.
- **Faster decisions.** Not having access to up-to-date information while in the field can affect responsiveness and how you handle decisions and customer needs.
- **Shortened business cycles.** Bridging the gap between the field and the office can shorten process cycles. The mobile enablement of enterprise applications represents a quantum shift in capabilities. Historically, the main emphasis of application mobility has been getting information out into the hands of field personnel. The emphasis is shifting toward more inwardly directed applications in which the rapid incorporation of information from the field enables the optimization of such processes as production planning, inventory management, and logistics. In all cases, the extension of enterprise applications via mobile devices has tightened processes, increased responsiveness and improved decision making times.

### **Mobile Applications and the Equipment Financing Industry**

In the Equipment Financing sector, responsiveness to both existing customers and new opportunities is a critical competitive requirement. To this end, Equipment Finance Service Providers are employing a mobile platform.

Some of the benefits the field employees can enjoy are:

- **Mobile access to your CRM.** This allows field employees to access key client data, from contact information to recent correspondence. This allows field employees, who are searching for a key stakeholder in an account, to search his contacts and find those who are relevant to his search and their roles within their companies. In addition, key information about the contact is displayed and the salesperson can opt to use a click-to-call or a click-to-email function to streamline the communication process.
- **Ability to provide a quote while at the customer site.** Mobile access allows salespersons to provide a more accurate quote while onsite. By having the ability to access the system of record remotely, the quote will also be more accurate and will be in the system for tracking and reporting

purposes. Not having to re-enter the quote or sync with the system also saves time for the field representatives.

- **Ability to capture and track leads.** Mobile capabilities allow the salesperson to input and track their leads in the system, at the point of contact. Whether that is at a customer visit, a tradeshow, a conference or any other point of conversation.
- **Better back office communications.** With mobile capabilities, a salesperson can have real-time access to that status of a contract and where it is in the workflow process.

A number of Equipment Finance Organizations recently viewed a mobile app demo and the responses were very favorable. Organizations are excited by all the possibilities mobile capabilities bring. Here's what one of those viewers had to say:

*“The ability to search for contact information and provide real-time quotes remotely will be a major time saver for any mobile sales force. Using the same software remotely as the back office will allow companies to consolidate their varied quoting tools and contact management systems into a single database that will eliminate redundant data and save companies time and money.”* **Jody Wagner – Conestoga Equipment Finance Corporation**

More and more businesses are implementing mobile applications and technology to increase employee productivity, improve customer satisfaction, and enhance overall responsiveness. Mobile technology is the future of business. Organizations need to stop asking the question of should they engage, and start focusing their attention on when.

To find out more about LeaseTeam and how their products and service may help your business, contact:

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