

SALES MANAGEMENT TOOL FOR LEADING BEVERAGES COMPANY

Noesis created a B2B mobile app to simplify our client's sales management processes.

This tool, developed with OutSystems platform, allowed the company to manage sales KPIs, anticipate customer needs, create and manage tasks and integrate it with Messaging Services and CRM.



Sector:
Food & Beverage

Business Unit:
Low Code Solutions

Solution:
**Mobile App developed with OutSystems
Platform for Sales Management**

30+
Users

4
Developers

3
Months of
development

30.000+
Customers



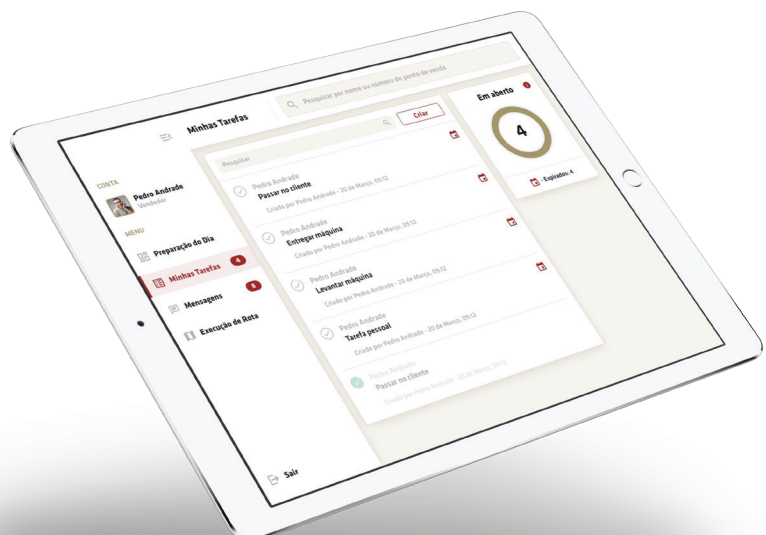
THE CHALLENGE

Our client needed to centralize all the sales information into a single tool. The challenge was to develop an app capable of:

- Displaying, in real-time, accurate data with lag-free experience;
- Synchronizing important and heavy data for seamless data load and navigation;
- Integrating a business messaging service in order to centralize all customers' communications;
- Merging all customers' CRM, BI and messaging services to centralize communications between salesman and clients.

GOALS

The main goal was to centralize all KPIs, SLAs, and general metrics scattered across several platforms into a single, user-friendly, mobile app.



SOLUTION

Noesis developed a mobile app with OutSystems platform that allows to creating and presenting dashboards, in a personal or customer context, with commercial and performance indicators of each Company's Sales representative.

This app was featured to manage sales KPIs, anticipate customer needs, create and manage tasks and integrate them with Messaging Services and CRM.



THE RESULT

- The developed application is now live and in use by +30 managers daily;
- The success of the app led the company to forecast the expansion of the app's use by the entirety of its collaborators;
- With this app, each manager can visit any of his/her customers with a custom and accurate experience, displaying real-time metric indicators, current orders, technical assistants scheduled and any daily activities needed.



Noesis is an international tech consulting company offering services and solutions to support clients in their business and digital transformation. Noesis solutions focus on infrastructures, software, quality, and people. The organization is based on highly specialized talents, operating in nine business units and six countries: Portugal, Spain, the Netherlands, Brazil, Ireland, and The USA. Since 2020, Noesis has joined Altia, listed on The Alternative Equity Market, an organization with over 2000 employees, 3 Datacenters, and 20 offices.



The Noesis and OutSystems partnership dates back to the very first project developed in OutSystems. Noesis is one of the first and more experienced OutSystems partners worldwide and counts with a dedicated team of over 150 professionals with more than 250 certifications to deliver custom-made solutions in record time, with the greatest business impact.