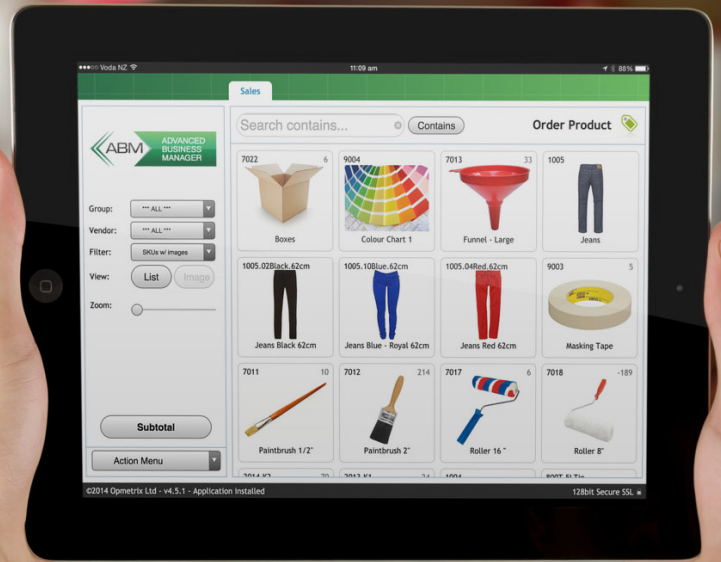


ABM



OVERVIEW

ABM Opmatrix is a premium mobile sales solution designed to focus sales teams on automating day-to-day operations in the field, helping them to achieve effective management, time saving and accurate customer data recording.

With Opmatrix your sales team can use an iPad, Windows 8 or Android tablet to record customer activity including managing customer contacts and call notes. They can enter Orders, Invoices and Credits, then synchronise this data for automatic import into ABM.

At head office there is full access to the Opmatrix CMS (Customer Management System), which includes field administration tools and more than 100 reports to analyse sales and productivity of your team.

ABM has partnered with Opmatrix and the two companies work closely together to ensure the product offers the best integration and support to ABM customers for current and future versions.

BENEFITS

- » Eliminate manual re-keying of orders and invoices in the office
- » Your sales team have access to current pricing and stock information
- » Better productivity and more time for sales calls
- » Customer satisfaction improves with better communication and call notes
- » Benefit from a wealth of reports on sales performance and activities

FEATURES

- » **Productivity**
 - Call Scheduling
 - Set Objectives and Goals
 - Task Management
- » **Transaction Entry**
 - Transaction Entry
 - Image Catalogue
- » **Surveys**
 - 5 Question Types
 - Targeted Surveys
- » **Key Account Management**
 - Contact Management
 - Call Notes
 - New Prospects
- » **Communication**
 - Escalate Issues
 - Email Confirmation
 - Share Group Goals

Australia

www.advancedbusinessmanager.com.au
sales@advancedbusinessmanager.com.au
1800 067 864

New Zealand

www.advancedbusinessmanager.co.nz
contact@advancedbusinessmanager.co.nz
0800 424 9626

FEATURES

PRODUCTIVITY

Call Scheduling

Define short and long term goals for field users and the stores they visit. Increased visibility of time in store and store visit activity means management can progress towards goals and measure final outcomes.

Set Objectives and Goals

Set a task list of activities for field teams to complete per store to ensure goals are met. Save reports and analyse time spent in store to measure progress and re-evaluate targets for the next store visit. Tasks include Surveys, Call Notes and Goals.

Task Management

Supervisor or field user access to maintain and update call schedules. Management reporting includes adherence to call schedules, length of time spent in store and call coverage audits.

TRANSACTION ENTRY

Transaction Entry

A comprehensive transaction entry system to match the features of your ERP. Signature capture, printing and email, with configuration options to suit your business process.

Image Catalogue

Easily navigate and access products directly from the image catalogue and change between four zoom levels. Images are displayed clearly with product descriptions and codes to ensure accurate and quick order entry.

SURVEYS

5 Question Types

Collect key data by completing surveys in-store. Choose from drop down lists, Yes/No buttons, Star Rating questions and Input Answer boxes to create rich and useful results. Utilise Portfolios to set up and generate automatic daily, weekly and monthly reports

Targeted Surveys

Design a new survey in minutes, and select the customer categories or banners you require to accurately target outlets and get fast results from the field.

KEY ACCOUNT MANAGEMENT

Contact Management

Maintain multiple contacts per store for each department or manager. Contact information is updated for all field users who access the store and can be exported to third party promotional mailing systems

Call Notes

Call notes with topic and listed activities can be made in and out of store. Attach photos and email call notes to managers, customer services or credit departments.

New Prospects

Add new Prospects and Outlets in the field and build call history and survey information to turn prospects into customers.

COMMUNICATION

Escalate Issues

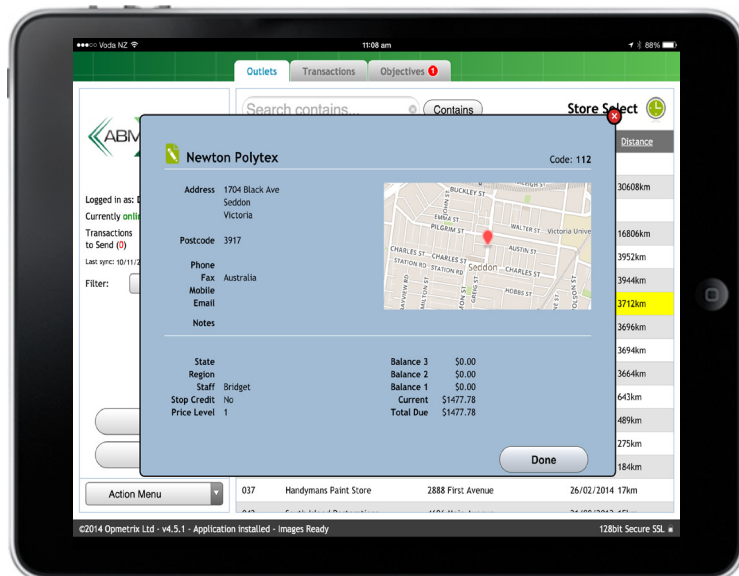
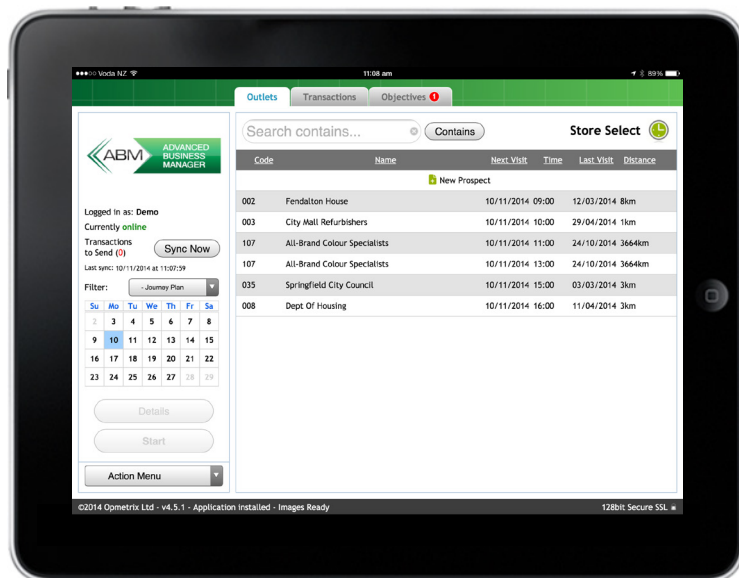
Action and resolve in-store issues quickly. Add a call note with a photograph and email to other field staff or managers for immediate action.

Email Confirmation

Send professional email confirmations of Orders, Credit Requests or Quotes to Outlets, to your wholesalers or your principals.

Share Group Goals

Build strong and effective teams by sharing group goals to maximise store productivity, generate high quality results and move forward.



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