

# More efficiency in mobile sales POLUMANA®

The mobile sales app that is truly offline-capable

The POLUMANA® Mobile Sales-App is the ultimate tool for impactful customer interactions. Combining a digital product catalog, mobile CRM, order entry, and marketing campaign management in a single platform, it supports both B2B and B2C sales models. By equipping your sales force with all essential resources, it enhances customer satisfaction, strengthens loyalty, and drives sustainable growth in sales.

## Core industries of the Mobile Sales App POLUMANA®

- + Food & Beverage
- + Consumables
- + Tools & spare parts
- + Pharma & Life Sciences

### Challenges

- The data that the field service employee needs at the customer's premises is often stored in different systems and databases.
- Sales representatives are dependent on a stable mobile connection to access the content.
- Stocks, prices or availability cannot be viewed on site.
- Time-consuming preparation and post-processing of appointments.

### POLUMANA® as solution

- Content from different systems in one application.
- Complete offline access to all systems.
- Stock levels, prices etc. in real time.
- Automated visit reports.
- Orders on site at the customer's premises in POLUMANA®.

### Benefits

- **Increased sales:**  
With POLUMANA®, customers achieve up to 25% more sales per order.
- **Measurable boost in efficiency:**  
Successful with 15% less effort, time or resources.
- **No paper, no postprocessing:**  
everything is filled out easily in the app.



"Many areas have improved since we started using the POLUMANA® sales app. Firstly, the speed of the sales force. Previously, order entry took an average of 20 minutes and today we are at 2 to 3 minutes. ...customer questions can be answered immediately on site."

# Functionalities for tomorrow's challenges

## Integrated product catalogs

### Product range in multimedia

- Always up-to-date product information
- Unlimited number of products can be displayed
- Including image / video / PDF for each product
- Multimedia advertising information

## Straight to order entry

### Improved sales opportunities

- Consultation leads directly to the deal
- Customer history available at any time
- Learning from other customers
- Cross-selling and upselling made easy

## 100 % offline capable

### Data available online and offline

- Strong performance even with limited or no network coverage.
- Synchronization takes place automatically in the background.
- Unlimited amount of data

## Intelligent itinerary and route planner

### Reaching directions efficiently

- At the touch of a button, the sales force receives the best route for customer visits based on their agreed appointments.
- Extensive filter functions allow sales reps to determine the criteria according to which their trip is calculated.

## Ideal addition to the IT system world

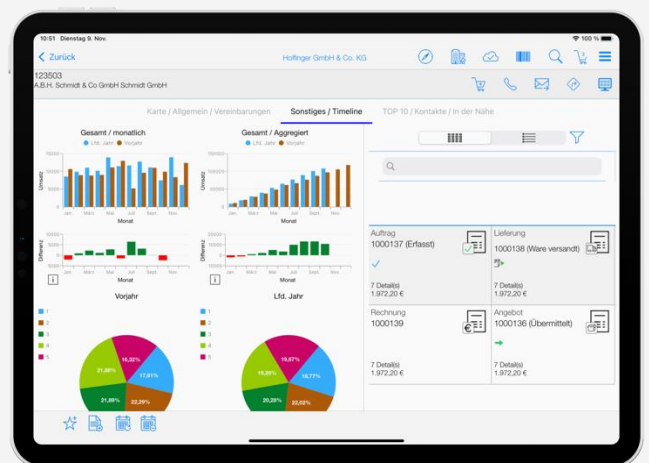
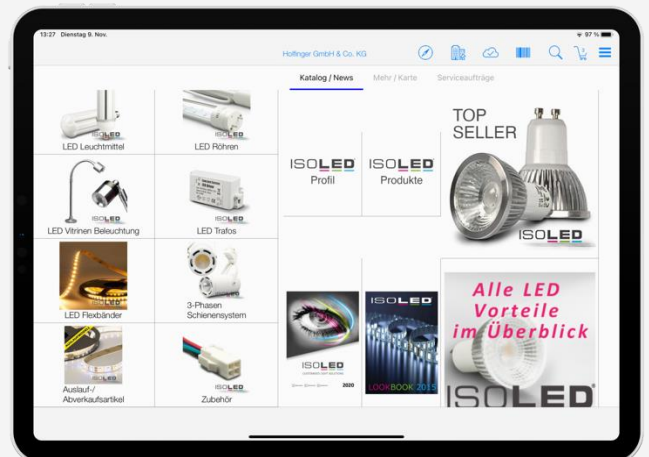
### Heterogeneous software landscapes

- Direct integration via standard interfaces
- Mobile extension for CRM/ERP/PIM/CM systems
- Perfect addition to a webshop solution

Intuitive - transparent - efficient

The native app is a sales solution to support the sales force. Above all, customers benefit from the use of POLUMANA® where:

- relationship management takes place directly with the customer.
- orders are completed during the customer meeting.
- extensive product catalogs are used, or companies use large sales and distribution channels.
- delivery terms are part of negotiations
- promotional offers and prices change at short intervals.



# BLUEZONE

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