



Headquarters:	Fairfield, CT
Sector:	Finance/Credit
Function:	Sales
Solution:	Flowfinity Actions for data collection and business intelligence
Benefits:	Faster reports for management, less paperwork for sales team

"We saved at least 25% of costs by going this route versus what we paid when we had a customized solution that only supported a single form."

Mike DeMarco, Sales Force Effectiveness Leader.

"The Flowfinity Actions solution let us maximize our investment in the BlackBerry Enterprise Solution. It's great to have mobile email, but it's better to have a mobile business application where you can collect and use good business data."

Tom Kelly, Sales Force Effectiveness Project Manager

CHALLENGE

GE Money provides financing and credit card services to retailers wanting to reinforce customer loyalty by offering branded and private label financial options. They needed to develop a more responsive and flexible approach to make business intelligence, gathered from customer visits, available to sales management for better decision making. In the past, sales people used a wireless contact management form that had been custom coded for the BlackBerry® smartphone. While this digitalized form went a long way in reducing paperwork, report collection and consolidation work, all teams were forced to use the same one form that handled common data collection tasks. This constraint was due to the expense of paying the vendor for coding additional forms and maintaining the resulting databases.

SOLUTION

Building on their existing BlackBerry® Enterprise Solution, GE Money added **Flowfinity Actions** Enterprise Edition, an out-of-the-box wireless applications that allows them to easily create and customize forms and key performance indicator (KPI) reports for their different sales units. They gained a mobile solution that did not require a lot of IT intervention to make changes. When a particular sales team wants to adapt a form, the team's power user can respond and publish the new form to the BlackBerry smartphone. Because Flowfinity Actions leverages the push capabilities of the BlackBerry Enterprise Solution users don't have to do anything to receive the new form, it is simply delivered to their devices and is available, in its updated format, the next time they open the form.

RESULTS

- **Faster KPI Reports for Business Decisions:** senior management can now look at key performance indicator (KPI) reports when they want versus having to wait until the end of the month as they did in the past.
- **Reduced paperwork time:** two to five hours of extra paperwork were eliminated each week per sales person
- **Increased Sales Forces Responsiveness:** data collection and updating within an hour allows sales teams can respond to changes – such as monitoring competitors, customer requests or special promotions.
- **Better Customer Relationships:** GE Money uses this tool to demonstrate that they have a way to collect valuable information that can also benefit their customers' businesses and decision-making.
- **Cost-effective Way to Customize Data Collection:** GE Money estimates that Flowfinity Actions has maximized their investment in the BlackBerry Enterprise Solution and saved them 25% of the costs involved in their previous custom coded approach. People with limited IT ability can make the changes themselves using Flowfinity Actions.

For more Customer Case Studies, please visit <http://www.flowfinity.com/casestudies>