



When is the right time to automate your mobile teams?

Following in the footsteps of large multi-national companies has never been easier and more affordable for small businesses to improve product tracking and real-time database access to build stronger customer service. To get your mobile sales and service teams more efficient with their workload consider how your business could be working.

What is more important customer service or dealing with orders quickly?

The answer to this one is easy- you can have both. One problem with technology is that it can be perceived as the killer of the personal touch, if you have touch screen PDA's or scanners to record, locate and action requests, orders and service calls that somehow the customers lose out.

Picture the scene, something we are all aware of – your sales or service team is with a customer – finding out what they need, instilling the brand promise of your company, writing it all down, then the pen dries up, the pencil breaks, the conversations flow is gone and the customer is looking at their next appointment time. Then to top it off the carbon copy receipt tears, barely visible and forgotten and the transaction is complete but the relationship tears a bit with it. It may seem a bit dramatic but each opportunity to build a relationship, builds more opportunities for future sales.

So let's look at this scenario but with a PDA for instance, the saved forms with all the key questions can be ticked- additional notes added easily. The rapport is still the same as ever but the ease to get information, the ability to record the correct details quickly and easily mean that the customer sees the company, not feels the inconvenience. When the job is done your team is ready to finish with an online signature or a professionally printed receipt and onto the next job quickly without bags of paperwork and lost orders.

This scenario might not be exactly relevant to you but the sentiment is true for all businesses that deal with customers- time is precious for them too and the bottom line is a satisfied customer comes back for more business.

But how do I decide when the right time to change and how do I convince my team?

There are constant battles in business for your time, your energy, your resources. It can sometimes feel like there is never a time just to enjoy being in business: building a customer base and providing the service or product to them. Being adaptable is one lynch-pin to success.



This doesn't mean taking on every fad or craze that comes along but mobility technology has been in use successfully for over 20 years. It is proven to work – just look at your competitors!

When thinking of moving to a more automated system get the experts in to look at, discuss with you and your workforce what is actually needed for you and your business so that it begins the process of understanding, educating and realising the potential.

By planning in advance you can make sure that your questions are answered, that you are getting advice and information that is relevant to how your work, not second hand information about how the company across the road works.

The best thing is, it might not be as difficult as you perceive it to be. Your team will probably be eager to make their working lives easier and with the potential savings in time, money and customer satisfaction, the transition from planning to doing will be smoother, quicker and more cost effective than you might think.

What system will work for me? What hardware and software options are there?

This is why getting expert advice, like the team at RFBS, is vital to a successful transition. There are many different manufacturers, lots of different specifications in terms of durability, range, qwerty or numeric keypads and each cater for different industries, locations and use. At RFBS we have a range of quality partner and manufacturers so that we can access the right products for you. At RFBS we set high expectations for our team, to make our customers happy with the experience, the knowledge and the assessment of our client's needs.

So to make the decision, about making the decision to automate your mobile teams call us on 1300 136 419 and we will help to make your planning for change easier, smoother and right for your business.