



Unify & Simplify
all your daily communications

messageLINK

UC VALUE FOR SALES/LOGISTICS AND CUSTOMER SERVICE

Increasing sales productivity and market penetration are the primary goals of the sales organization. Sales may be made directly through agents, retail stores or VARs. The different methods all have common needs, the consistent and reliable product/service information and delivery.

- UC will reduce sales cycle time. Analysis has demonstrated that up to a 30% reduction in sales cycle duration can be accomplished through the use of UC.
- The ability to reduce the telephone tag through embedded mobility and location-based routing as well as by providing and controlling the presence information and providing immediate means of communications such as IM and email.

The delivery of a product or service is a logistics issue. Delivery issues will be similar to the issues encountered in a production environment.

- UC enabled real-time communication driving collaboration around logistics and scheduling. Integrating presence with mobile devices enables dispatch to know the status of drivers and delivery personnel and initiate immediate communications with these resources in the field.
- UC provides the ability of geographically scattered resources such as production facilities, warehouses and delivery service providers to work as a real-time team and communicate.

Keeping the customer satisfied — even happy should be the goal of any organization. This is not always the case however, and bad customer service will always come back to haunt the negligent enterprise, causing the reduction of market share and profitability.

- UC provides rapid access to the correct enterprise resources in order to answer questions and assist in the sales process.
- UC provides alternative communication methods for a wide variety of customers to access what they need and when they need it, making your organization fit into their unique and specific requirements.



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