

Product Summary

SALES OPTIMIZATION ENGINE

Mapadore is a Sales Optimization Engine for Salesforce CRM customers which boosts revenue, cuts costs and digitises the whole sales process. Using a unique combination of AI-Based proprietary algorithms and intuitive Digital Assistants, Mapadore leverages Salesforce data to ensure that sales teams are operating efficiently and focusing on the most relevant opportunities. Mapadore features include:

Relevance Score

A configurable prioritization mechanism to assign a score to each customer and prospect reflecting priority level at any given time.

Next best customer

Customers and prospects located nearby a given distance range in order to simplify the real time next best choice.

Geo-Optimisation and Smart Planner

An appointment planning Digital Assistant which utilises Mapadore Operational Relevance to eliminate Motion Waste and maximise face to face customer engagement.

Omni-channel integration

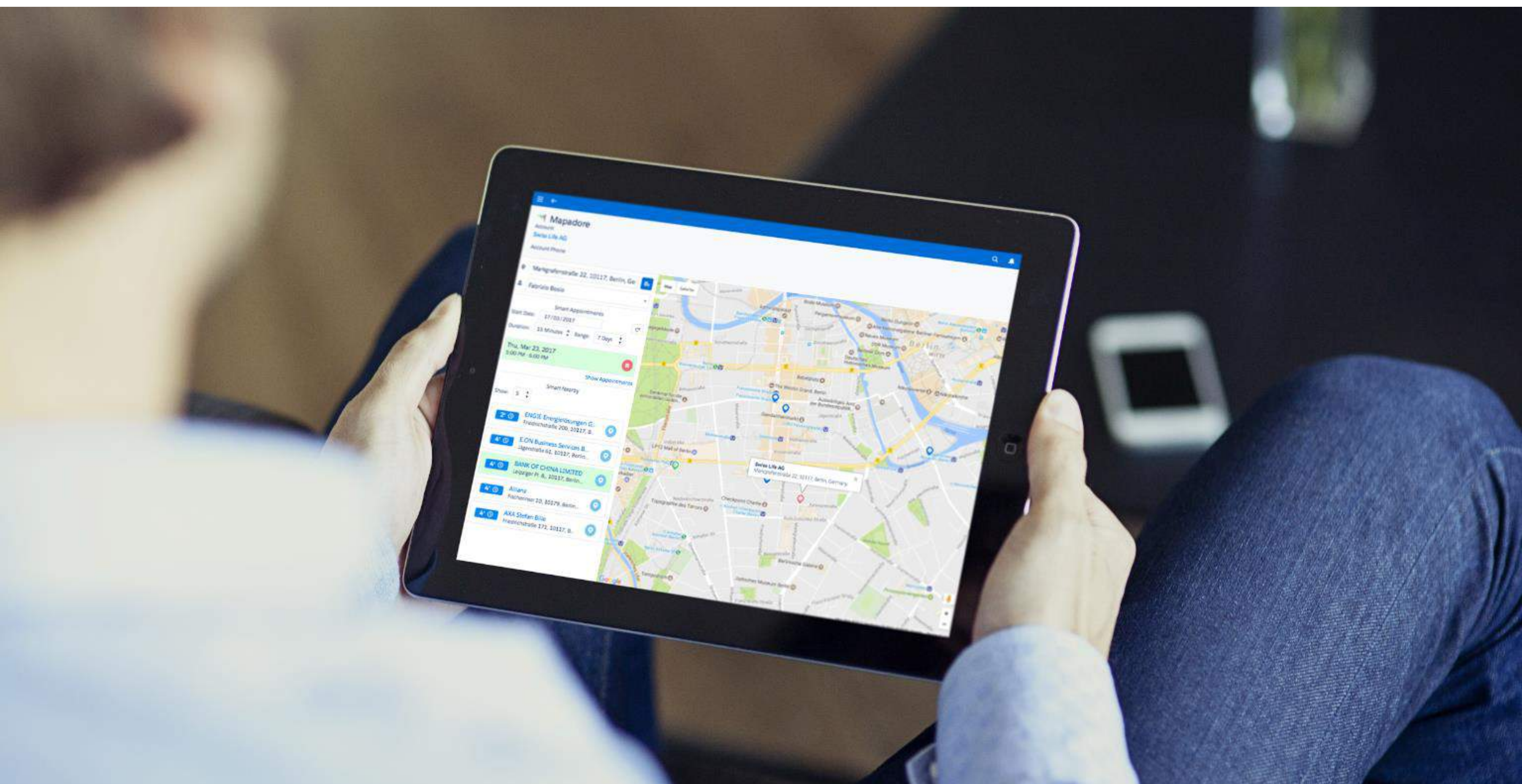
An omni-channel CRM tool which enables sales reps, call centers and lead generation websites to work seamlessly together.

Profile Matching

A machine learning algorithm which combines social and Salesforce data to assign the most compatible sales rep to each customer or prospect.

Smart check-in

Real-time feedback report system able to maximise mobile productivity and reduce information waste after an appointment.



Key business benefits according to our case studies

Problem

Solution

KPI Improvements

FACE-TO-FACE SELLING TIME

Sales reps spend a significant proportion of their time planning their calendar, in transit or performing low value activities.

GEO-OPTIMIZATION

Mapadore algorithms and Digital Assistants reduce the time spent in transit and increase the number of sales visits.

UP +30%

Average number of sales visits per month

UP +20%

Potential increase in revenue

OPERATIONAL COSTS

Significant mileage cost of typical field sales teams..

GEO-OPTIMISATION

Sales reps perform the highest number of sales visits with the lowest miles covered.

DOWN 60%

In car rental and gasoline costs.

COMFORT ZONE

Sales reps often visit the same customers time and again resulting in low effectiveness and conversion rates.

NEXT BEST CUSTOMER

Sales reps are assisted to execute on the most relevant opportunities according to the company's priorities in order to break the habits.

UP +27%

Improvement in conversion rates

OMNI-CHANNEL INTEGRATION

Sales reps, call centers and digital channels work independently, creating huge inefficiencies in the sales process.

SMART TEAM & PROFILE MATCHING

Full process integration and automated assignment of a lead to the sales rep who is most likely to convert.

UP +40

Number of sales visits generated by digital channels.

UP +27

Improvement in conversion rates.

SOME OF OUR CLIENTS



<http://www3.gehealthcare.com/en>



www.officedepot.com



www.dentalica.com



<http://abitareinspa.com>

Contacts

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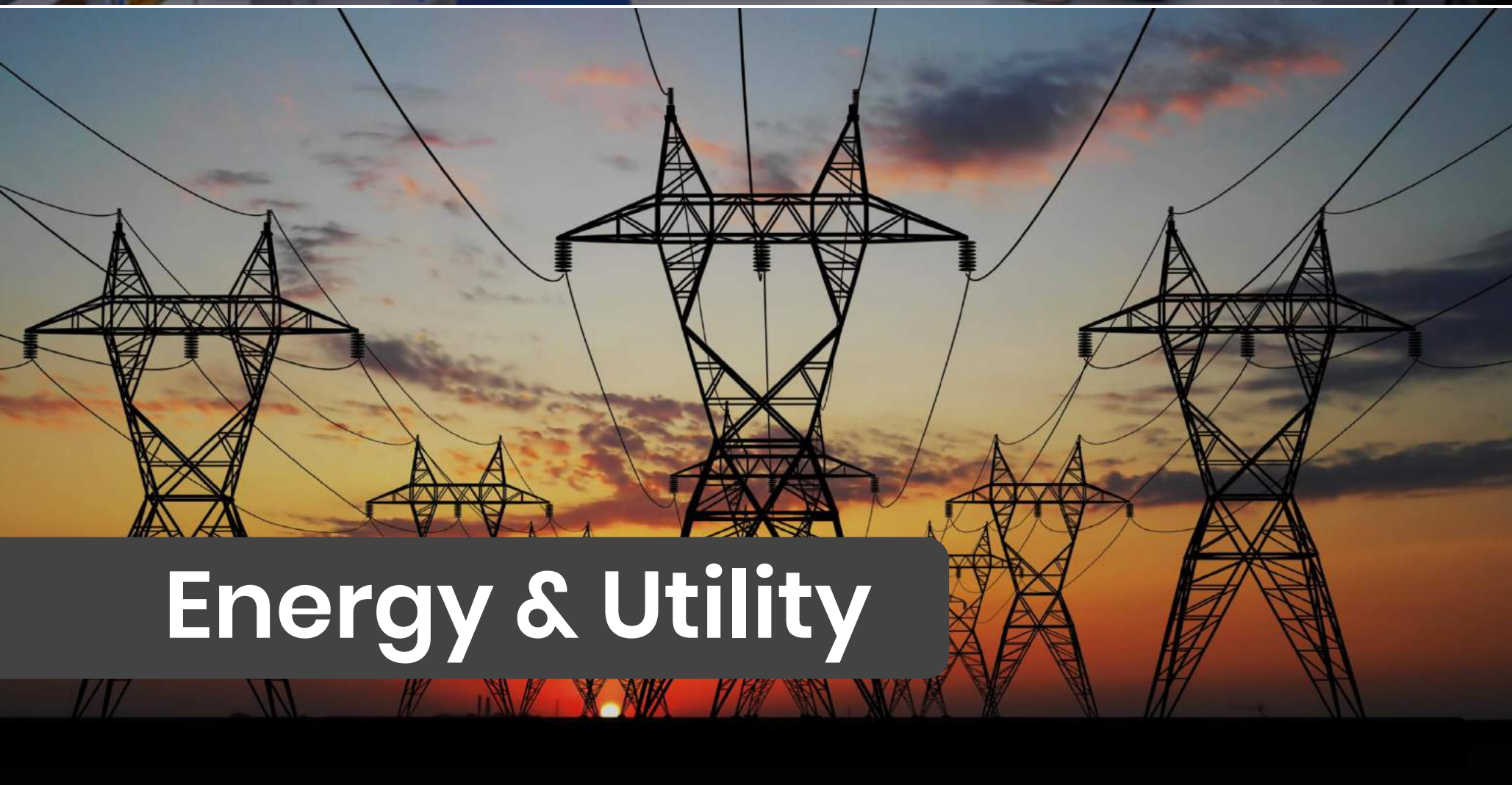
Mapadore Application industries



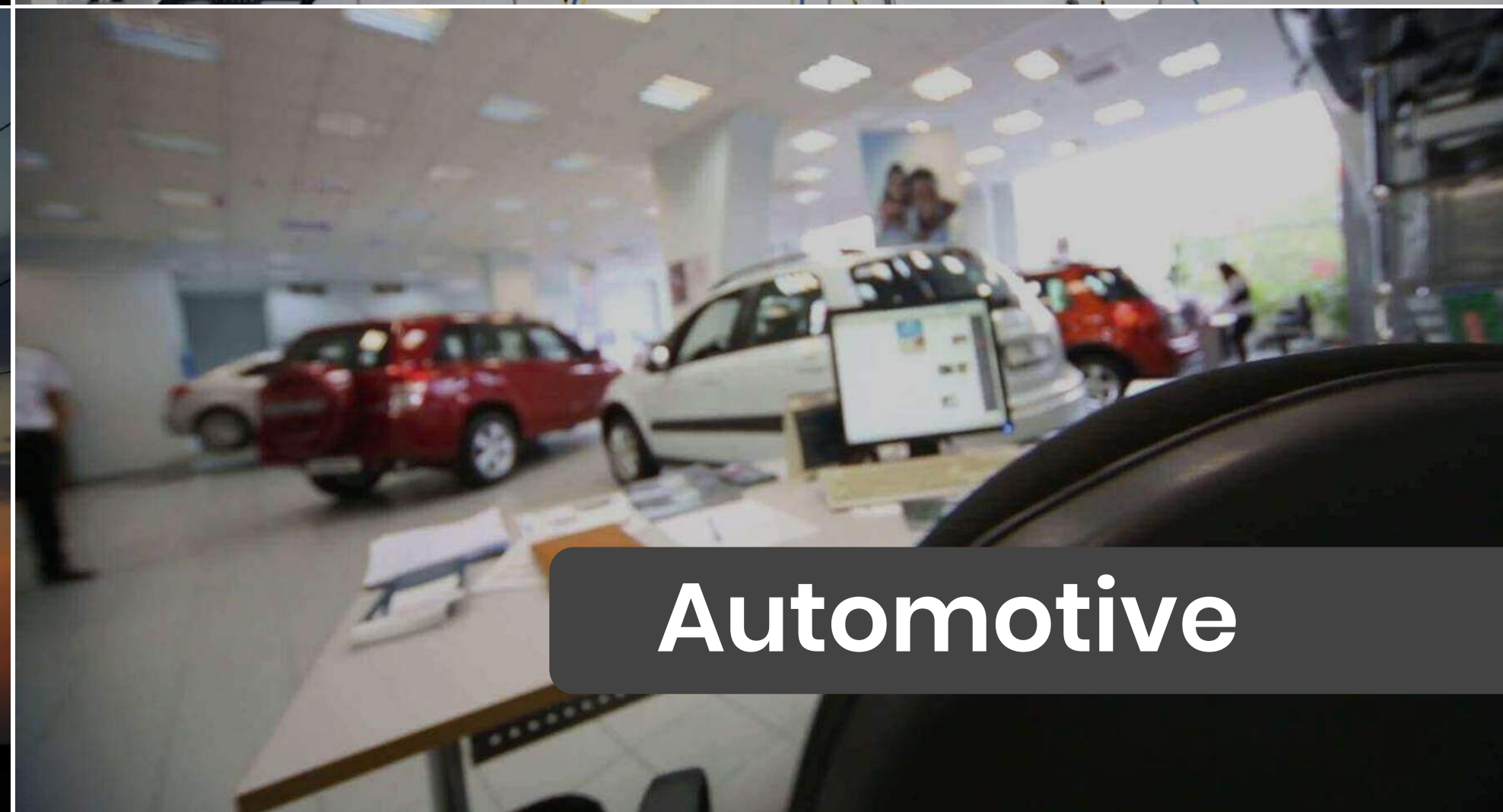
Business supplies



Manufacturing



Energy & Utility



Automotive



Pharma



Real Estate