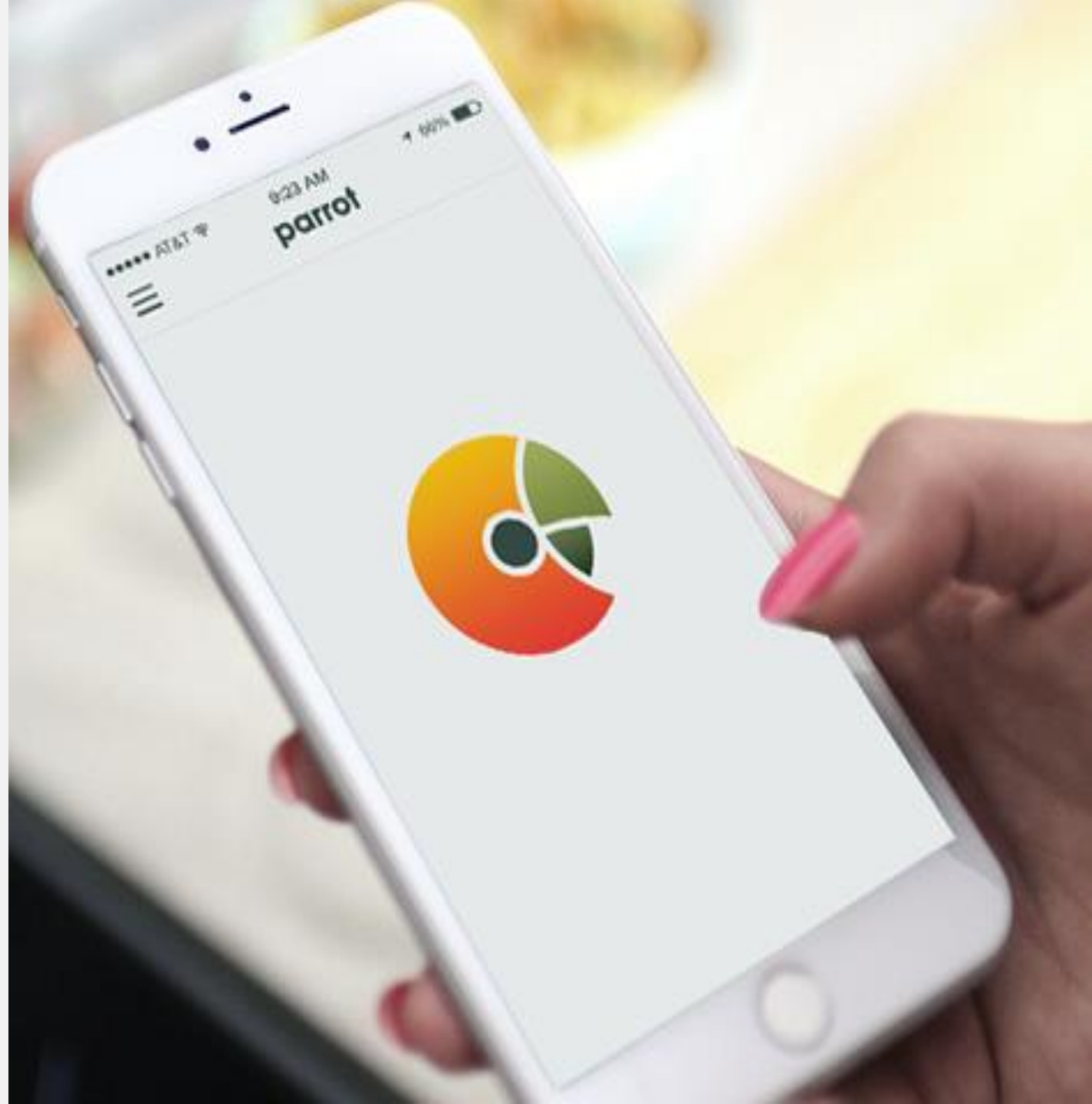


Parrot Business Booster



Parrot Business Booster

Parrot is a Field Force automation platform that offers on-the-go information, analytics and video interactions as well as customizes information and digital technology on mobile devices

Objectives

- 1. Real-time sales performance management and tracking
- 2. Better control and visibility of the team
- 3. Increased Engagement with Field team
- 4. Training on the fly
- 5. Enabling collaboration
- 6. Managing Knowledge & Learning

Expected Impact

- 1. Significant increase in productivity
- 2. Efficiency improvement
- 3. Control of leakages
- 4. Adherence to SOP
- 5. Cost savings in current travel costs

Why Parrot

1

Productivity Driver

- Record Management
- Overview of on-field activities
- Single view to data
- 24/7 availability

2

Cost Reduction

- Video meetings
- Virtual Town-Hall events
- Mobile based trainings

3

Engagement enabler

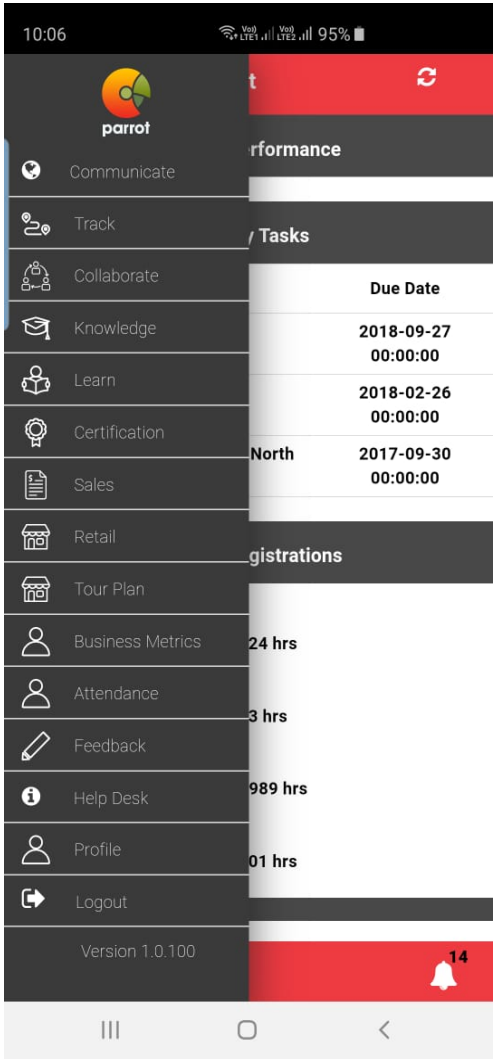
- Real-Time Virtual meetings
- Collective working environment
- Up to date info on all employees

4

Competitive advantage generator

- Daily performance monitoring
- Real time roll-out of products and corresponding understanding countrywide

Mobile Platform Features



Communicate

- Video meetings
- Interactive broadcasts
- Audio Bridge (teleconferencing)
- Chat groups

Track Performance

- Business
- Team
- Individual

Collaborate

- Assign & Manage projects remotely
- Quick Workflows

Update, Communicate & Train :

- Processes, Policies,
- Manuals,
- Products, Prices

B2B & Retail Sales

- Attendance
- Geo-location tagging
- Capturing Sales Engagement
- Beat Planning
- Order Management
- Monthly Tour plan
- On boarding retailers
- Funnel Management

Business Metrics-Interactive Visualization of BI Data

Feedback

- Employee survey
- Customer feedback

Notifications

Single Platform & App Delivers All Functionalities

1. Real time sales activity status, input and results,
2. Analytics available, products, outlet, role holder and region-wise. So, all of the sales data at fingertips by product or model wise.
3. Ability to input customized order forms inputs so that the workflow reaches straight from the field to the backend commercial staff.
4. Real time communication capabilities – text, voice & video.
5. Centrally updated and always the most recent version Knowledge bank available to field staff and all employees, includes
 - price lists
 - product info
 - HR policies
 - any other relevant information through the app.
6. Remote training capabilities – through video, voice & text with full testing and real time scoring capability. Helps reduce time to onboard, train and travel costs.
7. Quick onboarding of employees, promoters and retail channels. Ongoing engagement platform for engaging with both field force as well as retail channel.
8. Ability to integrate entire retail channel / distribution channel through App with usage defined rules to ensure that only relevant screens and input of data is possible so its absolutely easy to use even by semi-literate staff.
9. Ability to update Sales funnel from the field- ensures updated funnel management on the CRM
10. Module driven architecture allows use of some or all the modules or even easily add on functionalities at a later stage of growth as per business requirements.
11. Flexible automation system which works on “as is business processes” and requires little or no changes to SOPs..
12. Zero / minimal cost of hardware (basis any customization, if necessary). The system works on smartphones. No laptops needed.
13. Minimal network bandwidth required. Works everywhere network allows for internet access in any location.
14. Ready to be deployed in the shortest possible time (dependent on the customization levels desired) between 3-5 weeks.
15. Cloud based platform, easy to manage and scalable platform



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