



Transform your field sales with our CREST Sales force automation (CSFA) application and have complete control of your sales operations to drive better results and faster growth.

Easy to Plan, Easy to Execute, East to Use

Product Features

Journey Plan, Sales targets & Achievements

- ✚ Sales representatives can plan their daily / weekly / monthly schedule detailing the outlets which they would be visiting. Respective managers have a provision to review the Journey plan and approve them
- ✚ Periodic Sales targets can be set, and their performance can be measured against the targets at different time periods
- ✚ Various reports are made available for the Sales representatives, Area & Regional Sales Managers and for the Admin, which enables the management team to have a better control on the various KPI - Key Performance Indicators set for the individuals.



Lead & Activity Management (DAR)

- ✚ Capturing of Leads along with Images and their co-ordinates for effective tracking
- ✚ Approval process for Leads ensures that the right leads are being created by your sales team
- ✚ System automatically records the date and time stamp of order booking along with the booking coordinates enabling a better control on your sales force activities
- ✚ Sales representatives also have an option to capture their daily activities





Order Booking through Mobile

- Simple and precise order booking process through smart phone
- Online and Offline order booking option ensures that the Sales team is not stranded for want of Internet connection
- Near real time data processing of data. Auto synchronization of data once the internet connections is established
- Flexible product search functionality, Viewing of complete Product information along with their images and price at the time of order booking
- Provision to Edit order and cancel the products.



Product, Price & Order Synchronization

- Any new product created or any price change to the existing products in the CREST ERP are automatically synchronized to the smart phone and hence the Sales representative will have instant view of these changes.
- Sales representatives are enabled to show the product information online to the outlets or to the new leads which enables quick lead conversion
- If there is no internet connectivity, then all the orders booked by the Sales representatives are locally saved & automatically synchronized back to the ERP when connectivity is re-established. Hence there is no need for any manual data entry.



Dashboards & Management Reports

- Intuitive and Crisp dashboards are available for the Sales representative and for the Managers.
- These dashboards help the Sales representative in doing his/her own self appraisal to assess the performance
- Managers dashboard give a consolidated view on their teams' performance and managers can analyse individual team member performance too
- Exception reports enable the managers to have better control on the sales representative about their actual visit to the outlet, the place where they have taken the order, their attendance etc.



Client Speak



CREST SFA is an incredible tool. It's powerful, simple, easy to use, and having unique capabilities. This tool is a clear winner with our sales team. Its simple order booking system, online -offline data synchronization, digital demonstration, Permanent Journey Plan (PJP), Geo coordinates, Powerful reports and dashboard gives us real time visibility and has increased the efficiency and productivity of the Sales team to a great extent. Xmplar team is very supportive and they have a very deep understanding of the domain which ensured that the implementation was smooth and successful. We wish their entire team good luck & success !



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