

Pre Merger Success Story

# Idea Orion - Retail Application

Mobile Application for Idea's Postpaid Retail Sales Team



From the 2017 Case Study Archives

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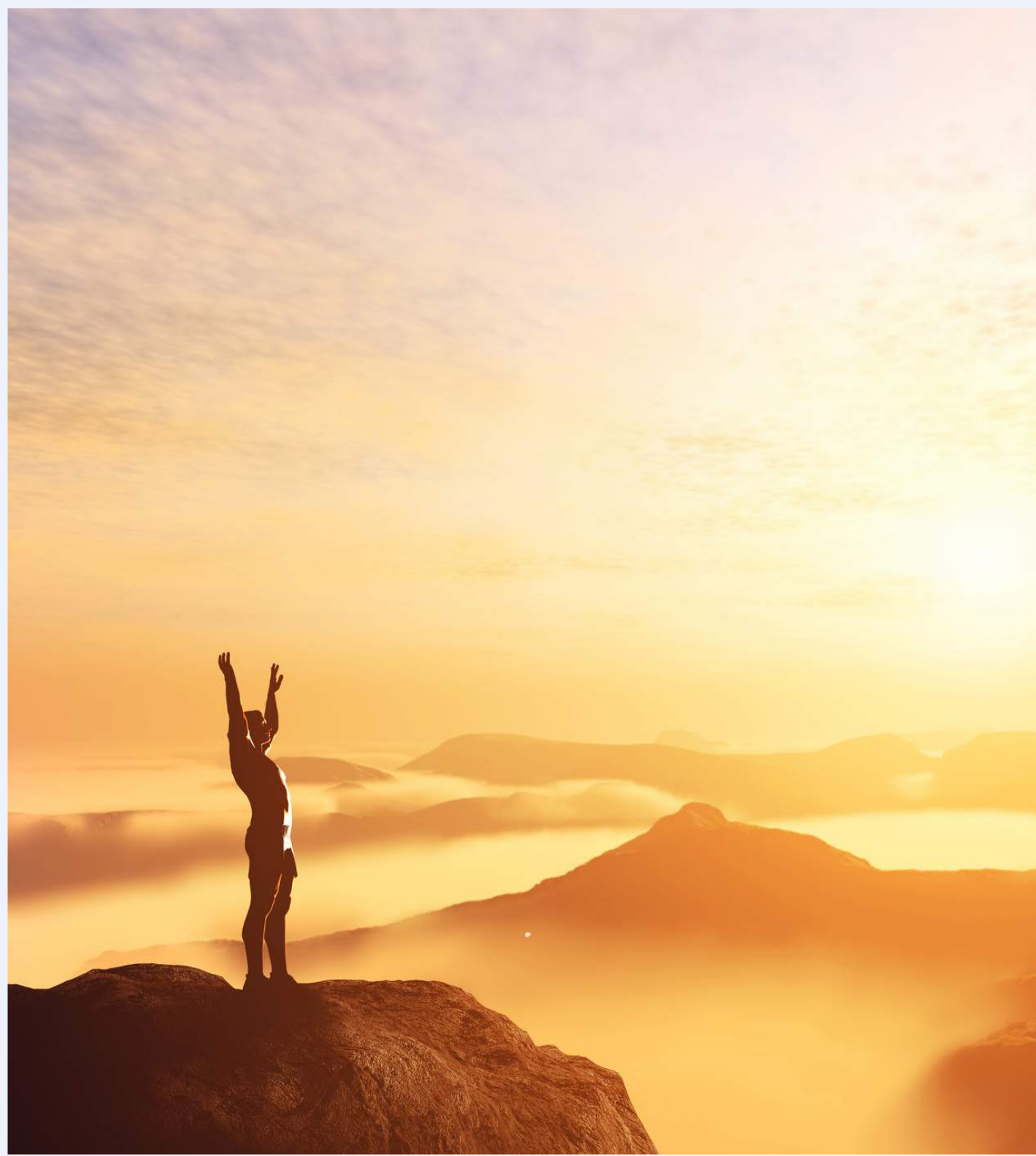
A Quick Glimpse

# iProgrammer Solutions

2024

# About Us

## worth sharing



We're proud of the progress we've made in driving innovation and delivering exceptional service to our clients. We've achieved significant milestones in key areas like mobile application development, web application development and overall product engineering.

## 300+

Successful web & mobile applications delivered.

## 128 MN+

More than 128 million end users have used our developed applications.

## Fortune 500

iProgrammer has been the technology partner to **Fortune India 500 - Hero Corp, Tata Communications and HDFC.**

## 4 Million

Our B2C mobile application developed for Vodafone-Idea currently has 4 million **daily active users (DAU).**

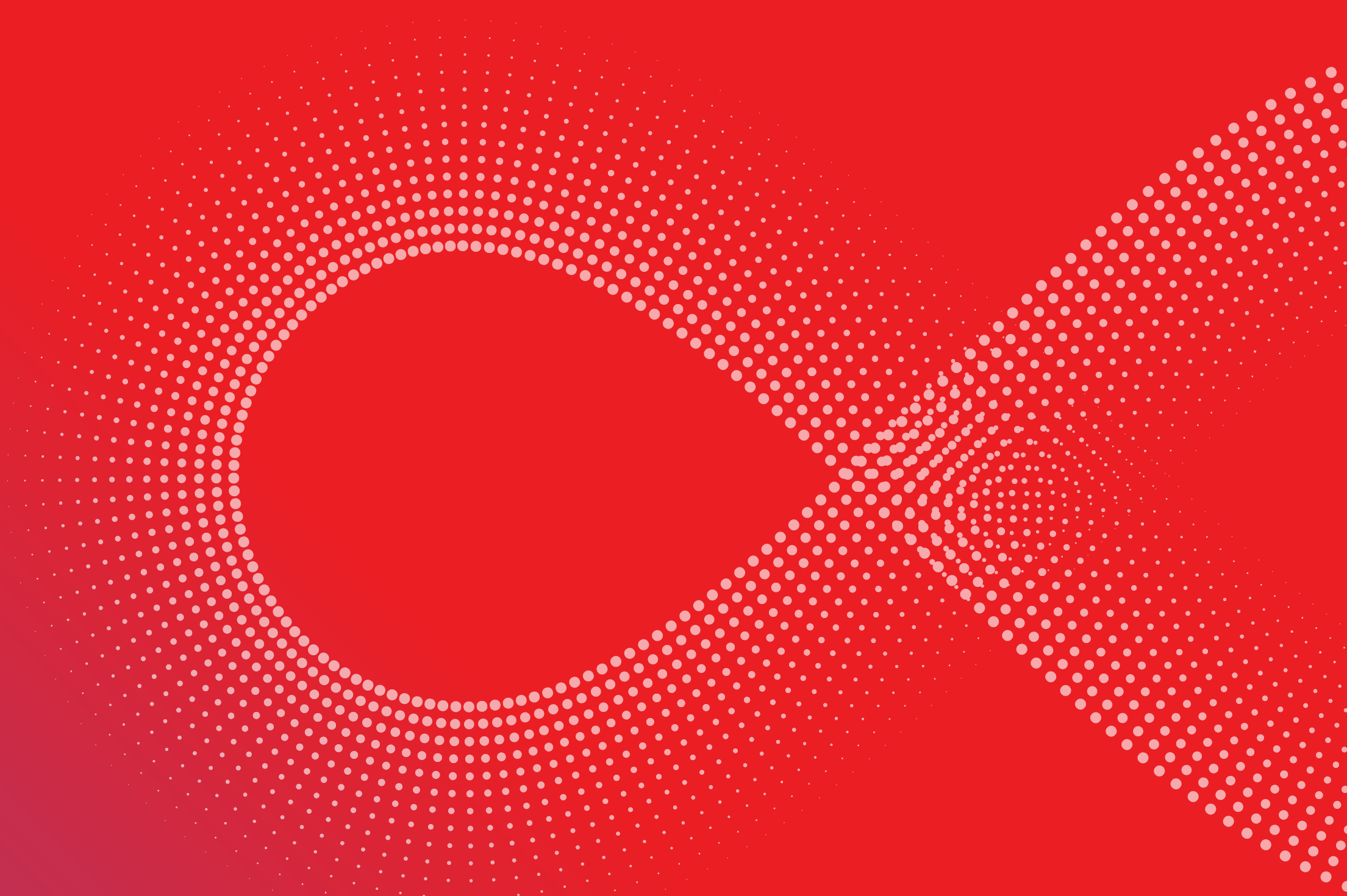
## Case Study Details



# ORION



For Retail Sales Team





# Application Requirements

The Orion App serves as a vital tool for Area Sales Managers, Territory Sales Managers, Channel Partners, and Fleet On Street to manage sales activities, create Daily Sales Reports (DSRs), Mark Attendance, Plan Journeys (PJP), and access essential static information for effective selling.



## Enhanced Daily Sales Reports (DSRs):

- Users should be able to create and update DSRs seamlessly.
- DSRs will serve as a funnel for user follow-ups and updates.



## Attendance Management:

Users should have the ability to mark their attendance, providing an accurate record of their field presence.





# Application Requirements



## Plan Journey Planning (PJP):

Implement a comprehensive journey plan feature for users to plan their entire month, efficiently.



## Activity Reports:

- Users should be able to generate detailed reports of their activities within the app.
- Reporting features should include individual and team-based reports.



## Static Information Access:

Users should have access to static information such as COCA notes, plan lists, and 4G coverage details for informed selling.



- ASM (Area Sales Managers) and TSM (Territory Sales Managers) can efficiently manage and monitor the sales team's daily activities through daily sales reports (DSRs).
- Journey planning helps them optimize field operations.



## **ASM and TSM Use Cases**



Channel Partners can distribute SIM cards seamlessly and track sales activities through the application.

Access to static information enhances their selling capabilities.

Fleet on Street (FOS) Use Case:















- FOS can create, update, and follow up on DSRs easily, providing real-time insights into their fieldwork.
- Attendance marking ensures accurate tracking of FOS field presence.



## Channel Partner Use Cases

# Cluster of Technologies for Idea Orion

Below table showcases our expertise in leveraging the right technologies for unique client needs. From robust backends to engaging frontends, we deliver projects tailored to specific goals and industries.

Technology	 Native Android	 iOS
Mobile App Framework	  	 Swift  AppCode  Xcode 
Backend Development	  	
Data Storage	 	
Security Measures	Implemented encryption protocols to secure sensitive data, ensuring compliance with data protection regulations.	



# Project Output as per the requirement

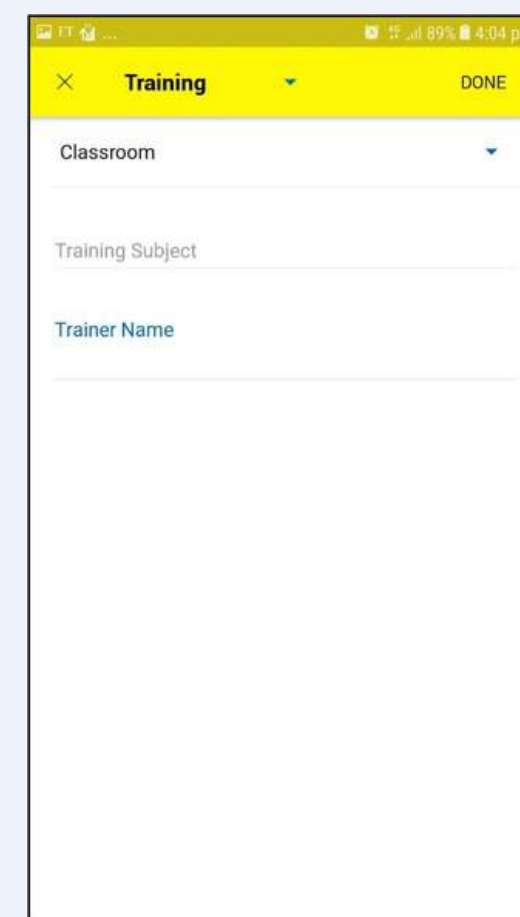


## Enhanced Daily Sales Reports (DSRs):

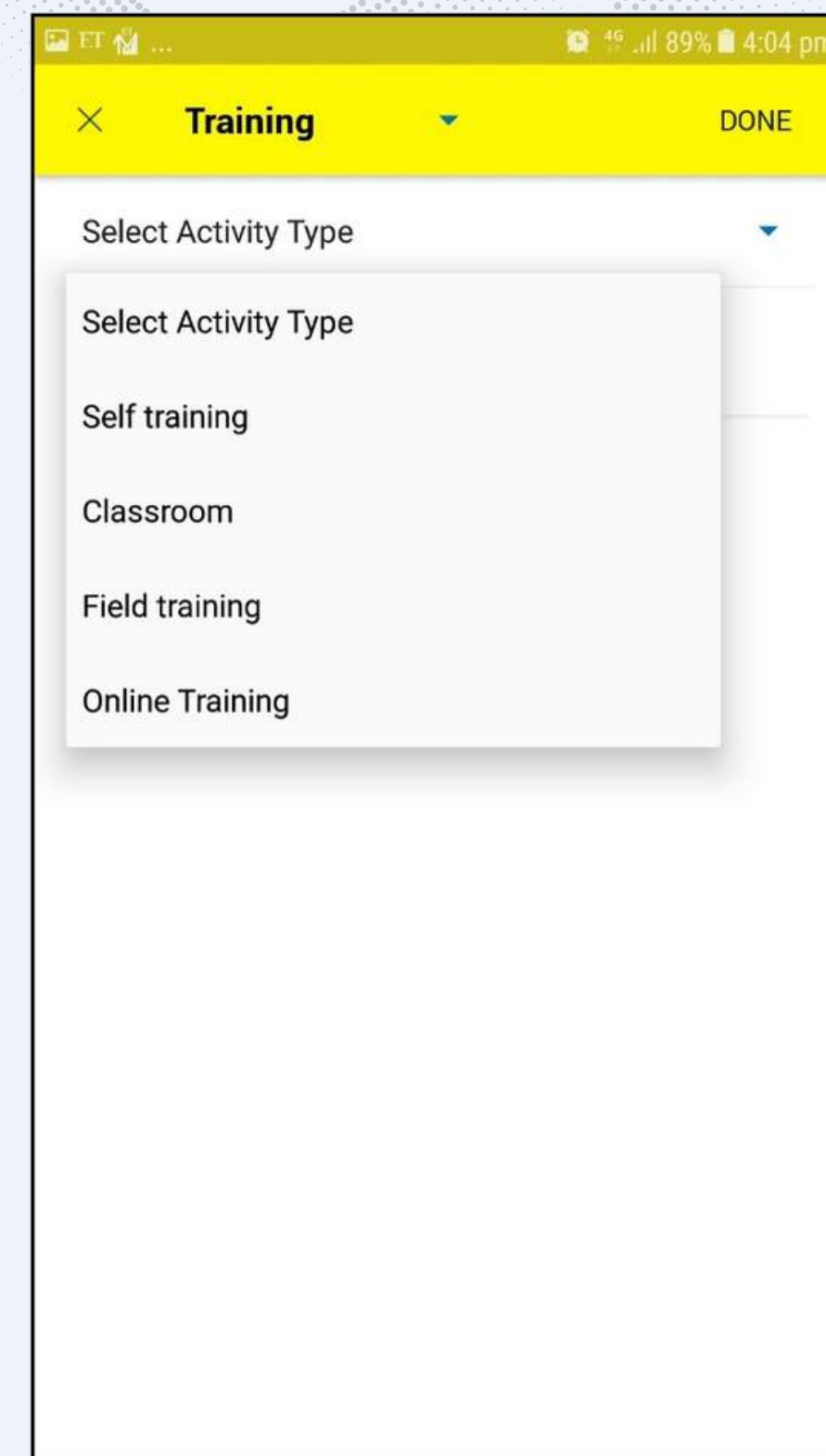
DSR was categorized into 4 parts

**(1) Activity (2) Training (3) Sales Call (4) Channel Visit**

1. **Activity** : This includes all sales promotion activities
2. **Training** : Training has been categorized as per the following.  
User will have to update subject of the training.
  - **Self Training** – TSM/ASM giving training to team members
  - **Classroom** – User attending classroom training
  - **Field Training** – User attending training on field (coaching)
  - **Online training** – User attending online training



The screenshot shows the 'Training' form in the app. The form has a yellow header with a close button (X), the title 'Training', and a 'DONE' button. Below the header, there is a dropdown menu for 'Classroom' (with a downward arrow). Underneath, there are two text input fields: 'Training Subject' and 'Trainer Name' (which is highlighted in blue). The bottom of the form is empty.



This screenshot shows the 'Training' form with the dropdown menu open. The dropdown menu is titled 'Select Activity Type' and lists four options: 'Self training', 'Classroom', 'Field training', and 'Online Training'. The background shows the same form as the previous screenshot, but the dropdown menu is the primary focus.

# Project Output as per the requirement



## Enhanced Daily Sales Reports (DSRs):

### 3. Sales Call: User will have to update the following info

- Company Name/ Person Name/KDM Name
- Email/Phone
- Existing operator with number of connections
- Interest level of the customer

### 4. Channel Visit: This has been further divided in 2 parts

- New Channel Scouting
- Existing Channel Partner Visit

The screenshot shows a mobile app interface for 'Channel visit'. At the top, there's a header bar with 'Channel visit' and a 'DONE' button. Below it, there's a toggle for 'New Channel Scouting'. A modal dialog box is displayed in the center with the title 'Please select!!!'. It contains a list of checkboxes for selection:

- ☐ Product knowledge
- ☐ Telecalling script
- ☐ Sales process
- ☐ Selling pitch
- ☐ Focus product of the month
- ☐ Quality of sale - VLR
- ☐ FBD/SBD
- ☐ Churn

At the bottom of the dialog, there are 'CANCEL' and 'SUBMIT' buttons.

The screenshot shows a mobile app interface for 'Sales Call'. At the top, there's a header bar with 'Sales Call' and a 'DONE' button. Below it, there are three tabs: 'VISIT INFO', 'OPERATOR', and 'LEAD INFO'. The 'LEAD INFO' tab is currently selected. Under this tab, there's a dropdown menu with 'Not Interested' selected. Below that, there's a text input field labeled 'Reason' with a character count '0 / 50'. At the bottom left, there's a 'PREV' button.

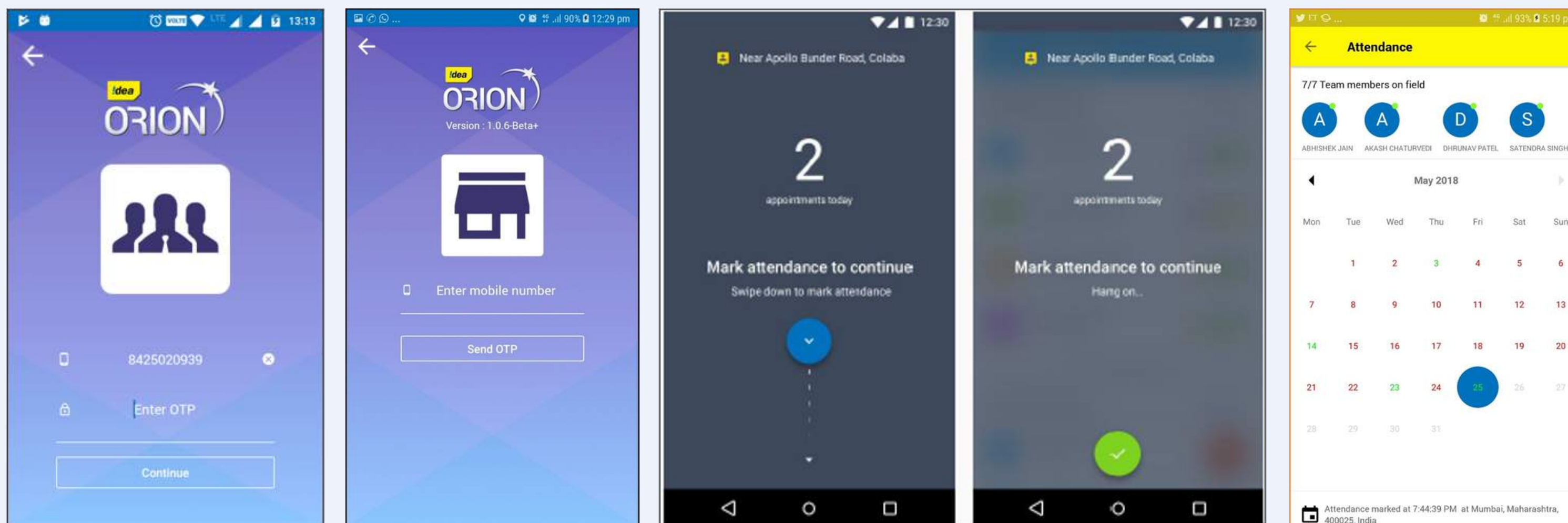


# Project Output as per the requirement



## Attendance Management:

When user opens the app first time in a day, first activity will be to mark attendance for the day.  
ASM / TSM can see the attendance of the reporting team members.

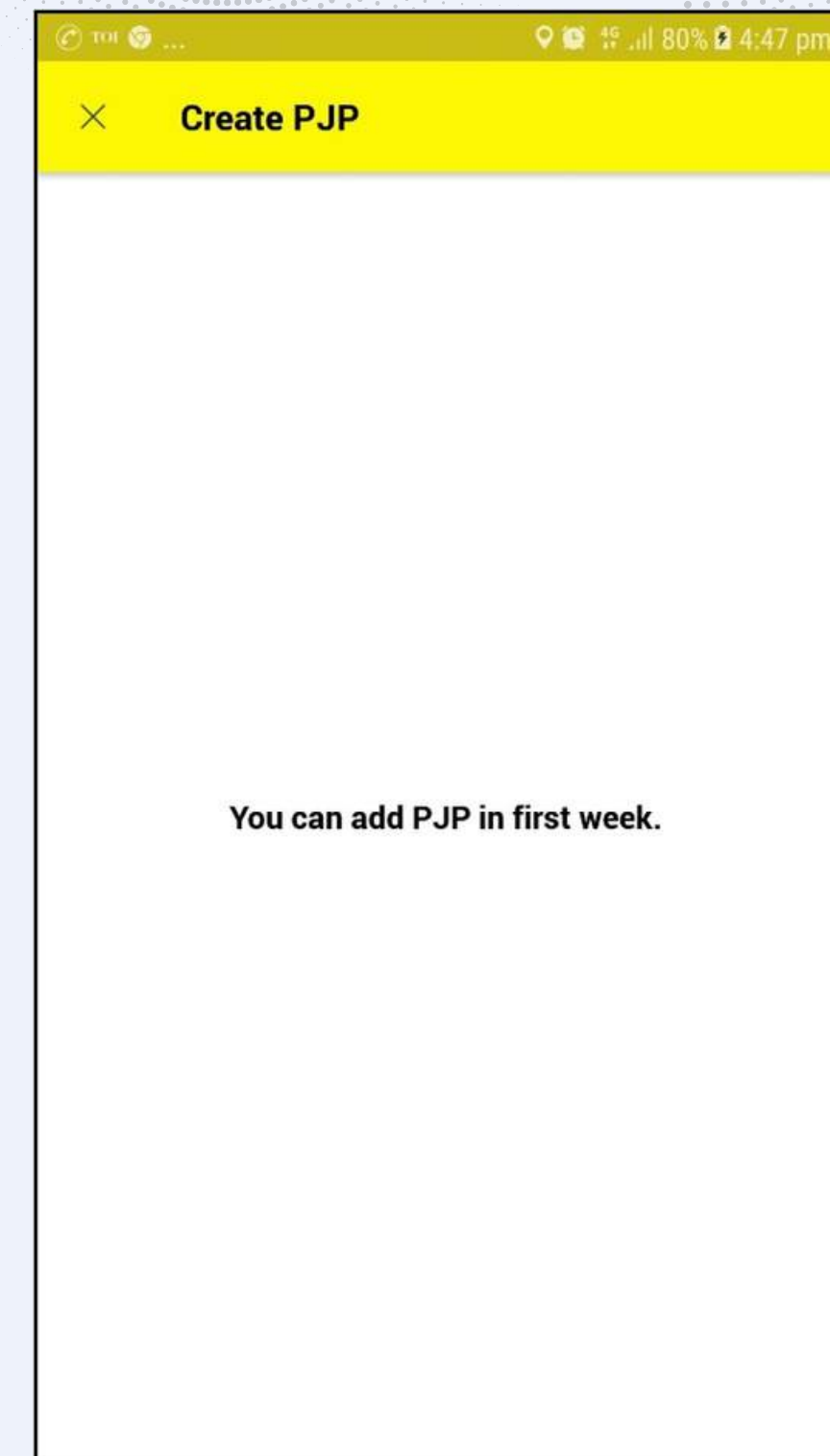
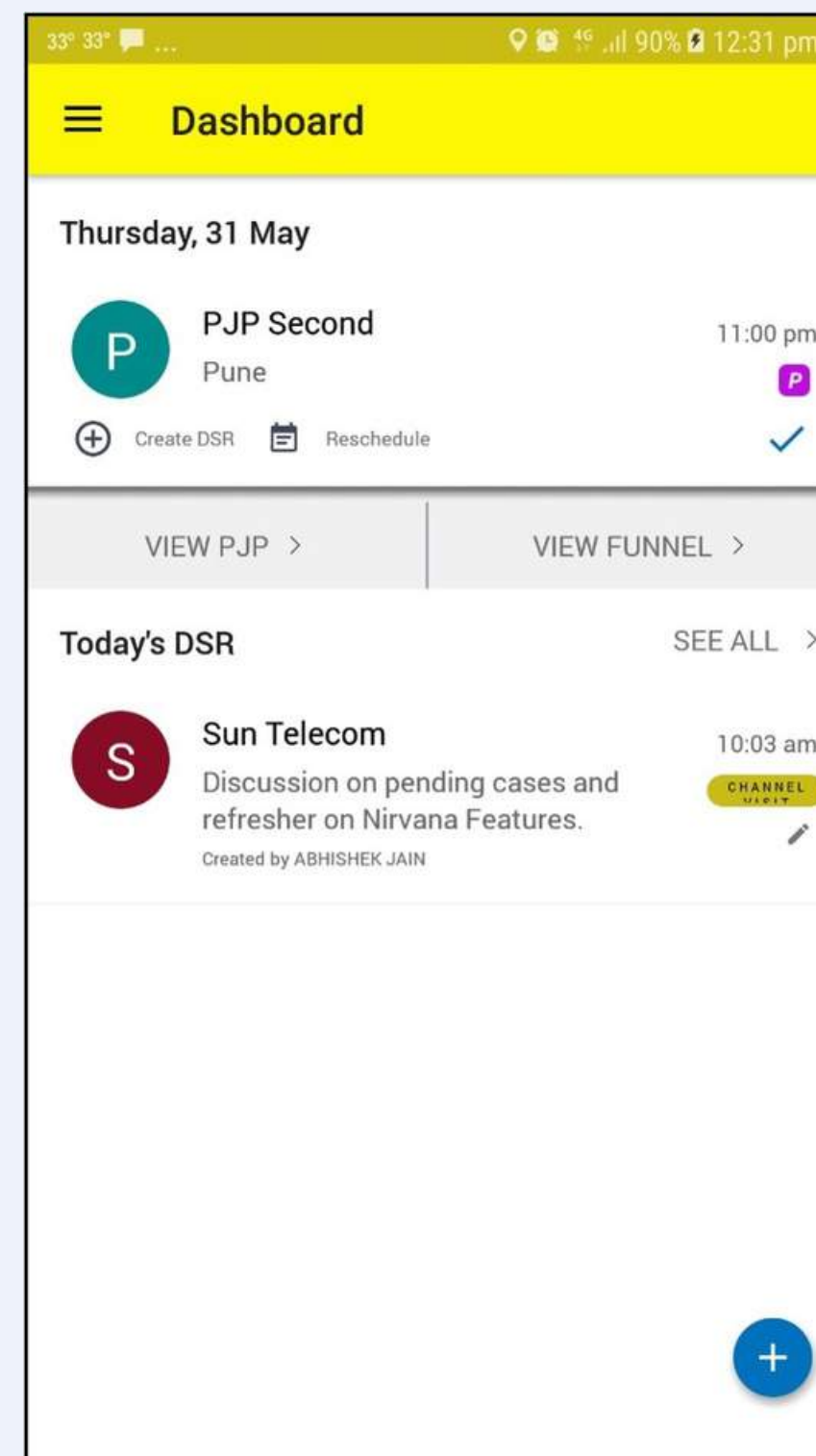


# Project Output as per the requirement



## Plan Journey Planning (PJP):

PJP can be viewed from the dashboard, can be updated as DSR and rescheduled. Entry of PJP is allowed in the first week only. Funnel, DSR & PJP can be searched by selecting dates and by reporting team member. ASM can search for TSM and TSM can search for FOS







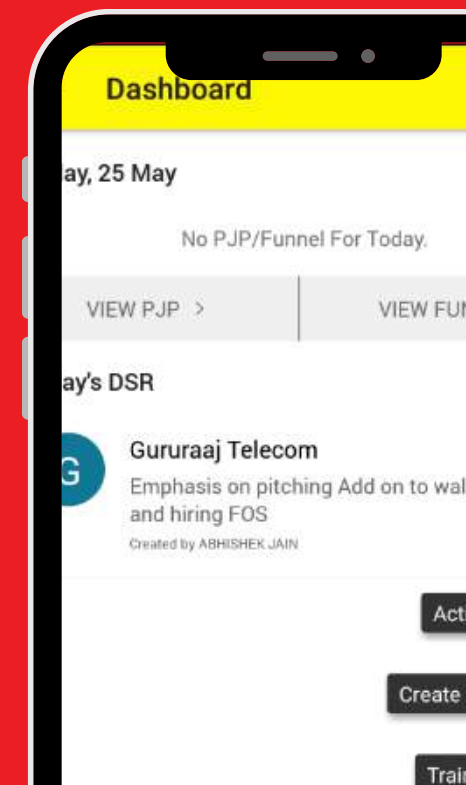
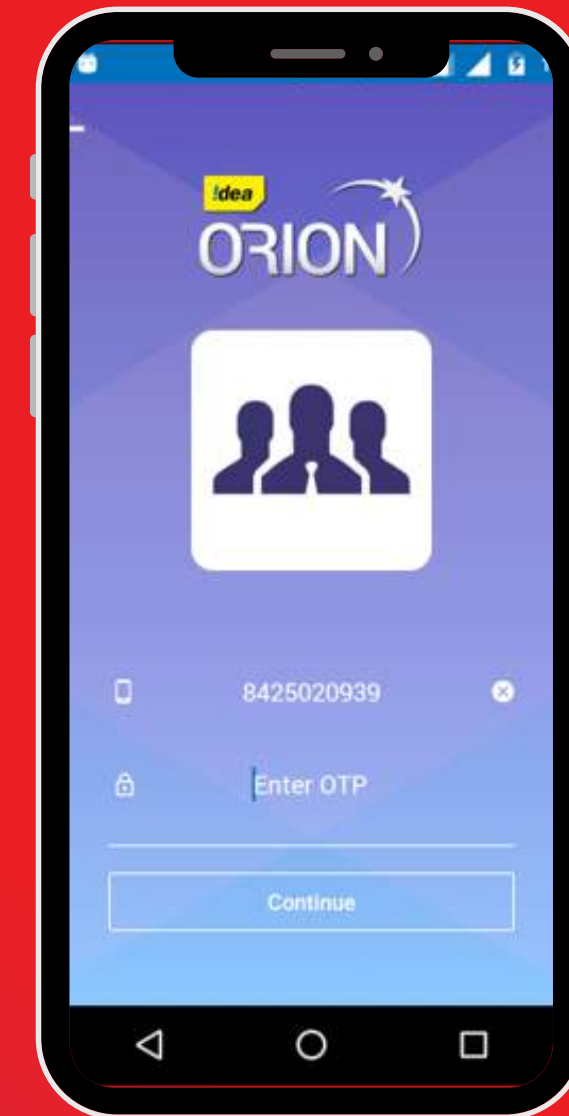
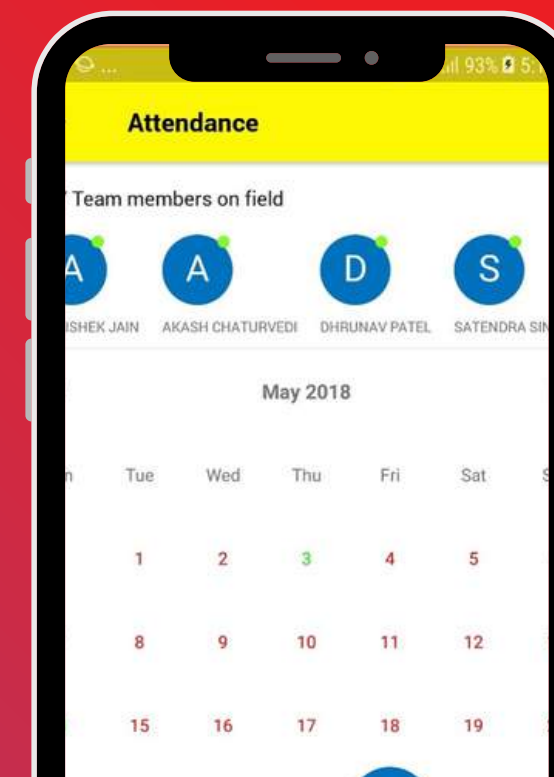
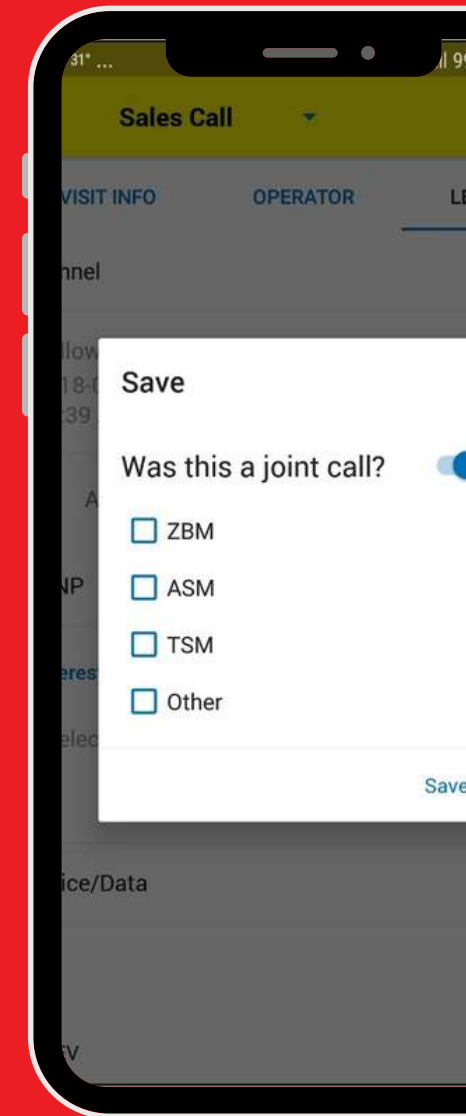
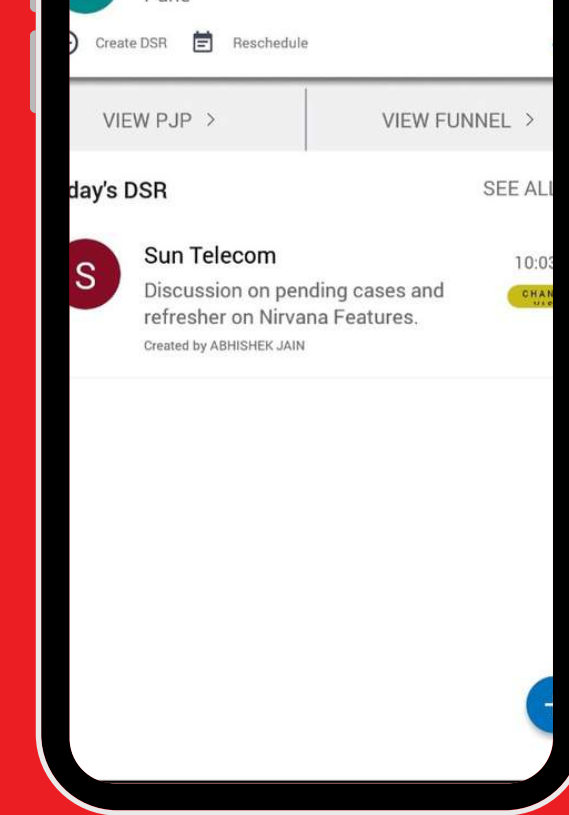
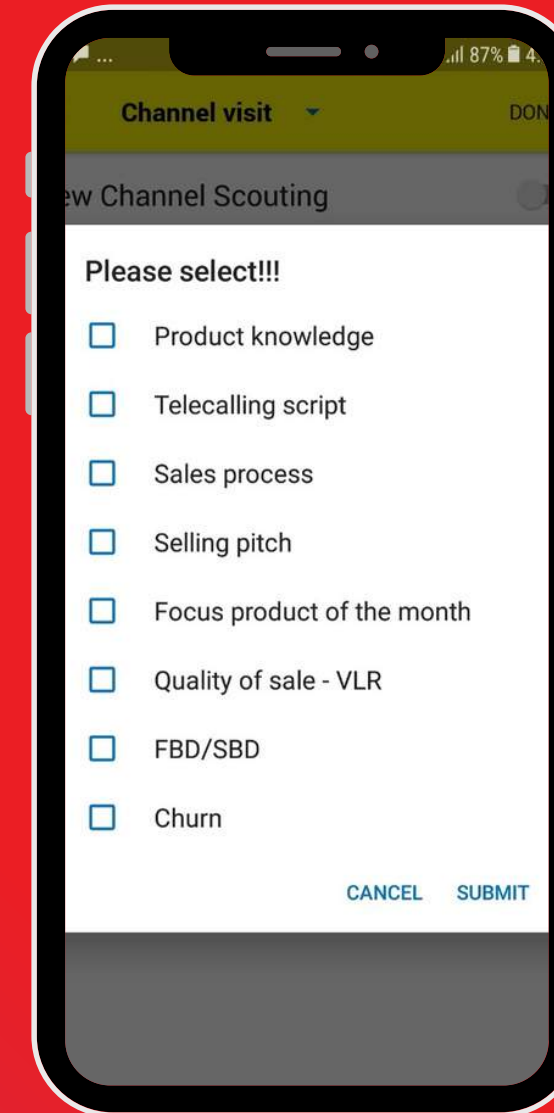
# Glimpse of Idea Orion Retail App



## RETAILERS LOVED IT!

The Idea Postpaid Sales app offered immediate access to the Lead Management System (LMS) on mobile devices, providing full functionality with PJP, and Funnels. This app streamlined the process of accessing and updating leads in LMS.

Users easily created and updated leads on the go, enhancing overall business and covering the conversion rate of sales team.



# Benefits from Idea Orion

## Improved Sales Efficiency:

- Faster and easier DSR creation and updates streamlined the sales process.
- Real-time activity tracking through DSRs and reports enabled better sales team management.
- Access to static information like plan details and coverage areas empowered informed selling.

## Optimized Field Operations:

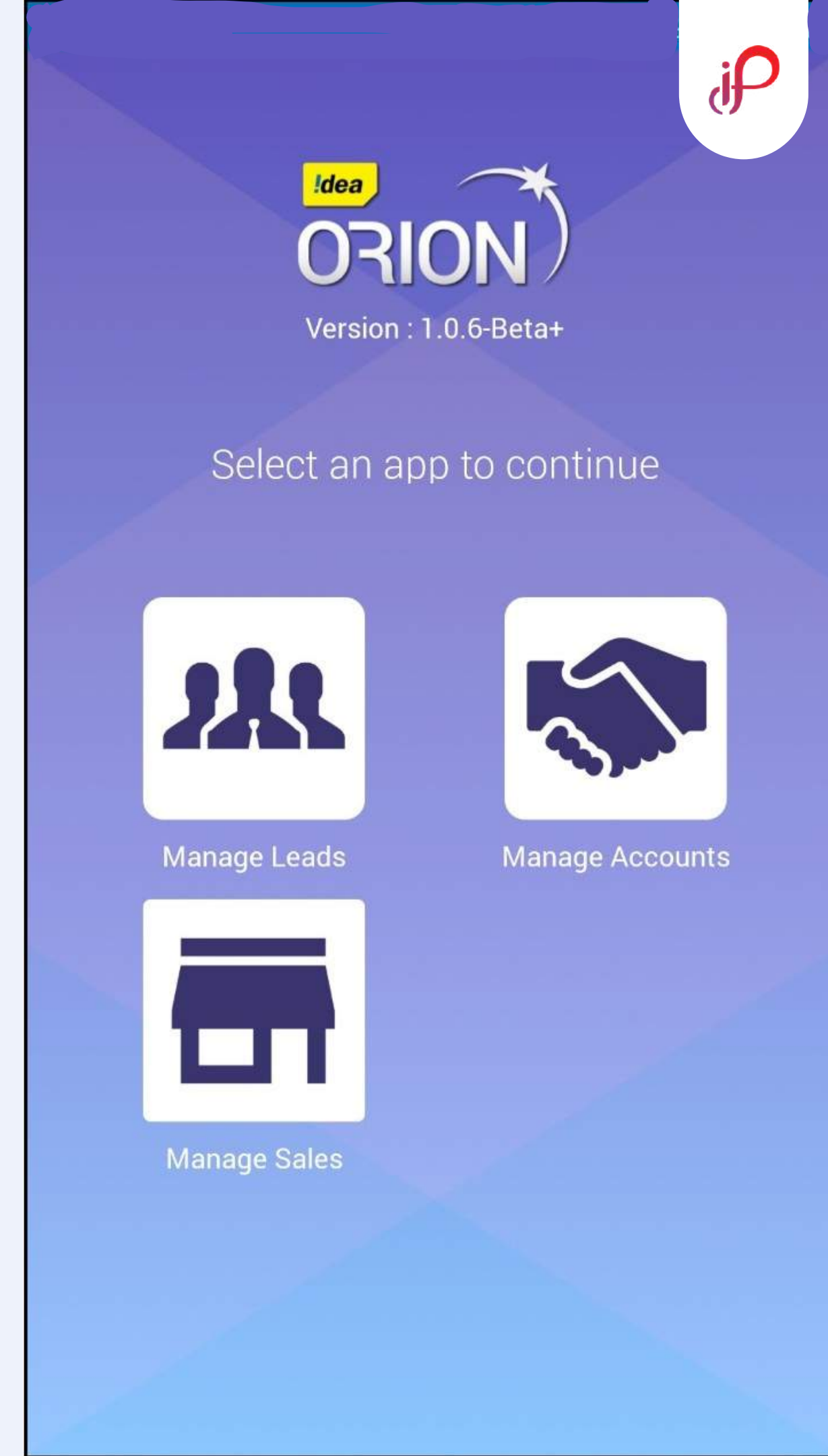
- Efficient journey planning through the PJP feature saved time and resources.
- Attendance tracking ensured better visibility into the field team's activities.

## Enhanced Customer Service:

- Streamlined DSR process allowed quicker follow-up on customer inquiries and leads.
- Accurate reporting facilitated data-driven decision-making for better customer service strategies.

## Seamless Partner Integration:

- Channel partners effectively distributed SIM cards and tracked sales activities through the Idea Orion.
- Improved communication and collaboration between retailers and Idea representatives.





# What Idea Cellular said about us.



*We have over 10 million users for the application. On the Google Play Store, the average rating is 4.2 stars, and it has steadily grown as we improved the user experience and features. The average ratings for only the last 5 months have been 4.5 stars. iProgrammer Solutions has developed around five enterprise applications for our channel partners. They've also worked on a mobile wallet project with us. In the end, the decision, getting iProgrammer onboard, paid off.*

**Quality**



**Schedule**



**Cost**



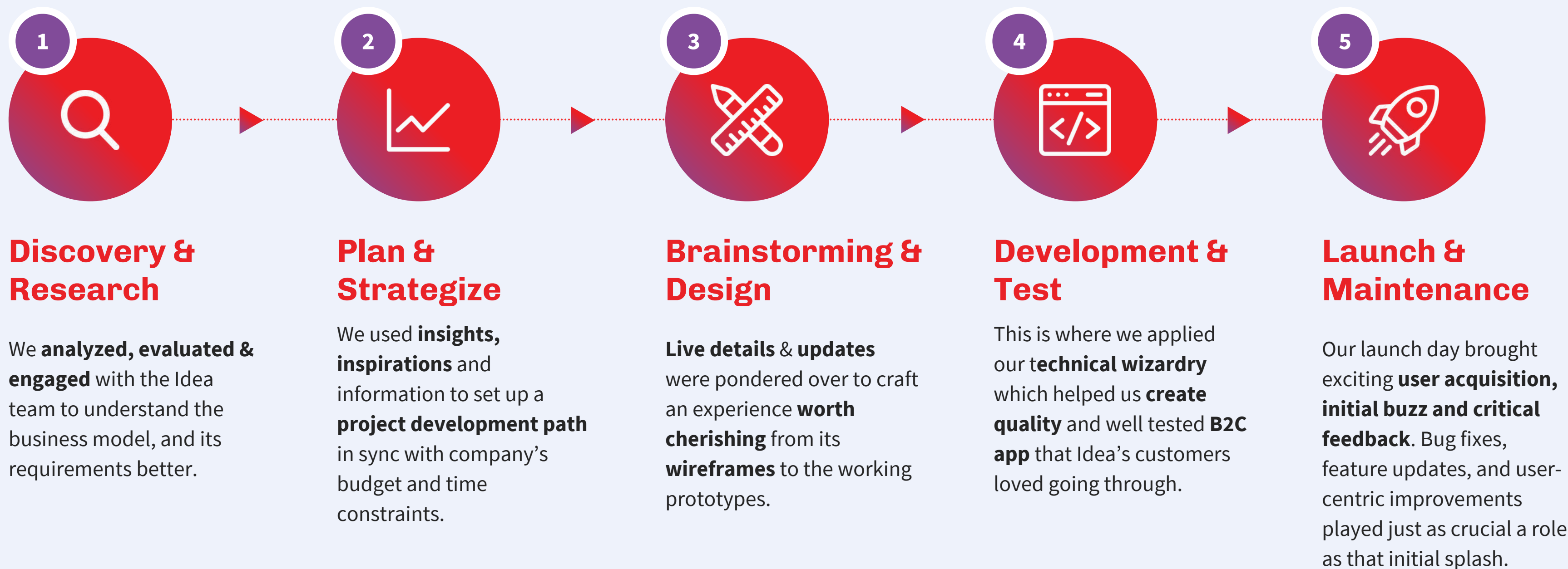
**Willing to refer**



**Rahul Rakesh**  
Senior Project Manager

# How did we do?

## Our Approach





# Our Assets, Our Customers



and many more...

# What do we offer?

## Our Services



### Product Engineering

- UI/UX Engineering
- Web Application Development
- Mobile App Development
- Backend/Middleware Development
- Frontend Development
- QA / Test Engineering
- Legacy System Modernization

### Data Analytics

- Data Science
- Data Visualization
- Data Security
- Infrastructure
- OCR Implementation

### Cloud & DevOps

- Cloud Consulting
- DevOps Consulting
- DevSecOps Consulting
- CI/CD & Infrastructure Automation
- Kubernetes Adoption

### Startup Consulting

- Product/MVP Development
- Statutory Compliance Consulting
- Technology Consulting
- Application Development
- UI/UX Design and Business Branding
- Customer Experience Strategy



# LET'S BREW SOME COFFEE TOGETHER.



Email us for inquiries or feedback  
[sales@iprogrammer.co](mailto:sales@iprogrammer.co)



Contact us on

**India:** +91 879 621 9605

**USA:** +1 678 999 2111

**UK:** +44 208 133 156

**Australia:** +61 430 808 102

**Saudi Arabia:** +971 581 078 987



Find more information

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