



Channel Tools | Integrit Mobile Engagement Platform Case Study



The Integrit sales engagement platform transforms the way customers and staff interact with Kyocera

KEY RESULTS:

- Instant User Adoption.
- Instant access to latest information.
- Net Reduction in cost from running previous platform.

Kyocera Document Solutions UK has a great portfolio including reliable and eco-friendly MFPs and printers, as well as business applications and consultative services which enable customers to optimise and manage their document workflow, reaching new heights of efficiency.

By providing a mobile engagement platform, Kyocera were able to provide smarter engagement with their channel. This provided the channel with the latest information and notifications not only instantly but in their pocket.

Integrit offers a unique suite of solutions to help users interact with your business, including modules for sales, presentations, promotions, news and events as well as real-time notifications and alerts. Integrit was created to deliver your entire portfolio of customer engagement tools within a single mobile platform.

REQUIREMENTS:

In such a competitive market, Kyocera wanted to increase customer engagement and needed to find a solution to allow its partners and internal teams instant sales engagement.

SOLUTIONS:

The Integrit Mobile Sales Engagement Platform and companion Sales Web Portal.

OUTCOME:

- Increased sales engagement x 10 fold in quarter 1 from going live. This is expected to grow quarter on quarter.
- By decommissioning the existing partner portal Kyocera benefited from an overall cost reduction, making the solution more than cost neutral.
- Customers now have the latest information, resources, news, events and promotions available at their fingertips.



Contact us today to find out more:

+44 (0)1923 299 629 info@channel-tools.biz <http://integrit.mobi>



Channel Tools | Integrit Mobile Engagement Platform Case Study

Kyocera Connected App

Key features include push notifications, work-flow, forms and reporting. As soon as new content is available, including the latest news and updates or any new collateral such as infographics or brochures, the team at Kyocera are able to send push notifications out to users, providing them with the information. Push notifications allows Kyocera to target specific user types with specific updates and news.

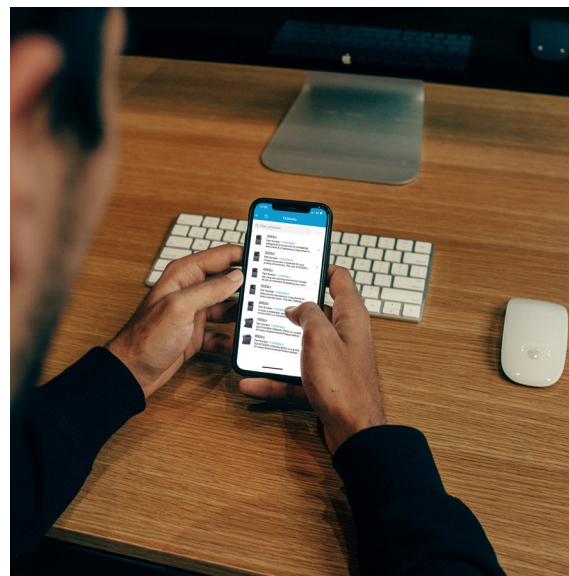
The worldwide business mobile user base is growing at an unprecedented rate. This has resulted in a massive increase in app-based technology. With over 90% of Generation X hooked to smartphones and future generations even more so you can see that most of the interaction with the digital world happens via apps. Mobile apps make life easier for customers. This is why it makes sense for businesses to reach their customers where they are always available, on their mobile phones.



Kyocera Connected Web Portal

The Kyocera Connected Web Portal was created as a companion to the mobile app, for users who are completely office based and are still used to working from their laptops and desktops.

“The Integrit Mobile Engagement Platform has allowed us to strengthen our relationship with our channel partners and have Kyocera available in their hands with instant access to the latest resources and the ability to send notifications quickly and easily.” Joe Doyle, Group Marketing Director at KYOCERA Document Solutions



Contact us today to find out more:

+44 (0)1923 299 629 info@channel-tools.biz <http://integrit.mobi>