CUSTOMER SPOTLIGHT

cellular sales

"The development of this application positioned us to handle the COVID crisis with ease.
Director of Business Intelligence and Process Management

CHALLENGE

One of the nation's largest cellular retailers, with over 770 stores in 41 states, needed to create a more cost-effective way for its field reps to both receive and follow-up with leads. To operate these locations, they were employing over 5,000 sales representatives, each responsible for following up with dozens of leads a day for phone upgrades.

SOLUTION

3Cloud came on board to help the client's sales representatives by developing a multi-form Power Apps application. We worked to finalize the data model for storage of all leads and activities; built the ETL to load the database; created a campaign builder application; built a to-do application for field reps to generate alerts each day including leads; and trained the internal development staff on how to use the application. The custom campaign dashboard we created provided a summary of active campaigns and a set of filters to build a campaign. A stored procedure loaded the campaign and active entities, and users were able to log all new activity in the application.

IMPACT

One of the main benefits of this custom Power Apps application was that it allowed this retailer to dramatically reduce their Salesforce licenses, and therefore costs. The Salesforce Unlimited plan averages $300 per user per month, while the Power Apps Unlimited plan costs $40 per user per month. Licenses for 5,000 field reps went from costing the client $1,500,00 monthly to costing $200,000 monthly — a savings of over $1 million each month. Our Power Apps solution was built and ready to use in less than a month, unlike a Salesforce, C# or web application which can take months to build and utilize.

Cellular Retailer saves over $1M a month in licensing costs with a new Power App

▷ ▷ ▷ **CLIENT PROFILE**

- **Industry:** Retail
- **Number of Employees:** 5,000
- **Annual Revenue:** $201M
- **Innovation Focus:** App Innovation