



Top Value Android Phone & Tablet

Objective

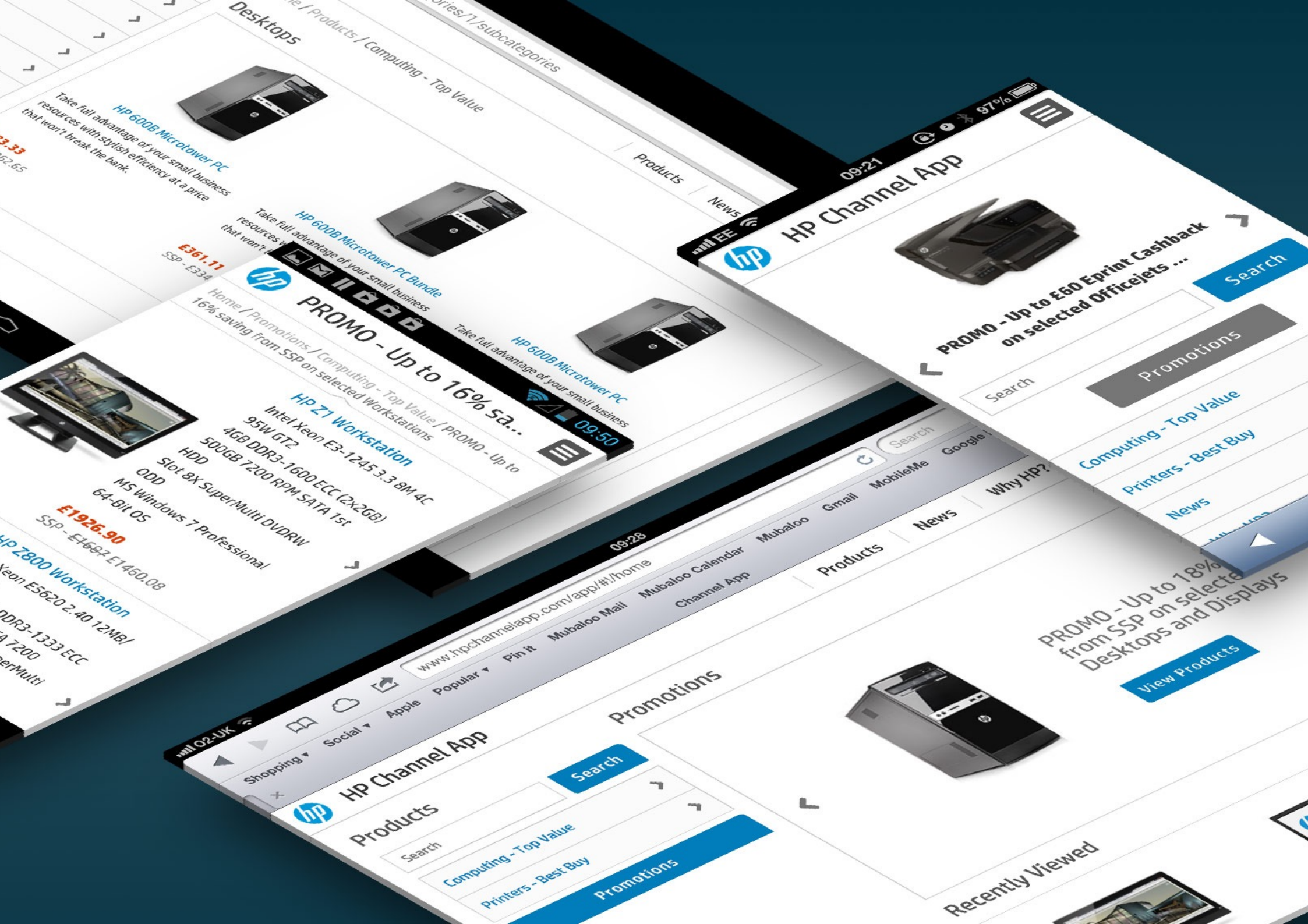
As one of the world's leading technology manufacturers, HP wanted to modernise their sales process through the use of mobile. Before the app, HP resellers were having to use a spreadsheet for products, prices and promotions in order to show their customers what they had on offer. This was a basic and time consuming process for HP and its partners. Key objectives of the app were to increase the productivity of HP resellers, increase sales and help to make the sales process more efficient.

Solution

The HP Top Value app is an easy-to-use multi-platform web app that acts a sales tool for HP resellers and their customers. The app is optimised for iOS, Android, Windows 8 and Windows 8 desktop to ensure HP resellers can gain access to it no matter what device they are using. For security, the HP Smart Portal is integrated into the app to ensure only HP resellers, or those who have been granted access, can log in. The HP Top Value app also allows the HP resellers to view which accessories and CarePacks are configured to products; enabling more cross-sell opportunities within the app. The app also delivers HP value proposition to its partners and customers by showing up-to-date news stories and case studies relevant to the commercial channel and customers.

Result

HP now has a compelling sales tool, which presents their partners and customers with high-end content in a visually engaging manner. Instead of using spreadsheets to sell their products, HP has now made its selling process more efficient, which in turn has helped save the company time and money. In addition to this, the HP Top Value app has also increased the productivity and efficiency of the resellers as they are now able to learn about new products and specifications while on the move.



Series / subcategories
Products / Computing - Top Value



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