

Empower Your Sales Team: Put Real-Time Intelligence in the Palm of Their Hands.



1 Present the Right Offer Every Time

Always recommend the right offer to the right prospect. Alert sales agents to special promotions in real-time.



2 Focus on What People are Buying

Keep your strategy nimble with a real-time view of what offers are sold and why they are successful.



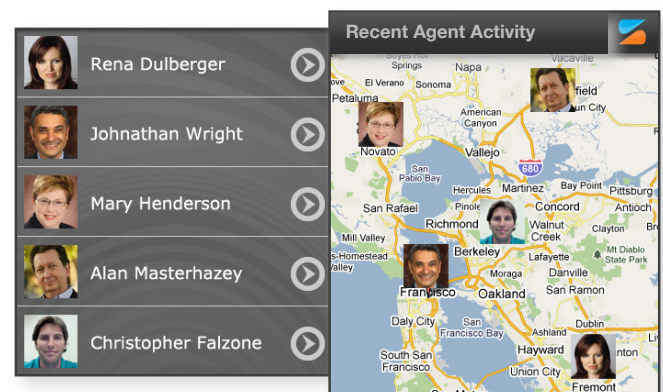
3 Update the Back Office in Real-Time

Instantly trigger order fulfillment and update opportunities in Salesforce.



4 Track Your Field Sales Team in Real-Time

Know where your sales people are, who they are selling to and what they are offering.



6 Reasons why using Swyft for Mobile to synch field sales with your back office in real-time is smart, profitable and better for the customer experience.

1 Optimizing the Field Sales Team is Profitable:

Giving your team the ability to manage opportunities in real-time and focus efforts on the best qualified prospects will increase their productivity and make time in the field more profitable.

2 Increasing the ROI of Direct Sales is a No Brainer:

Widely dispersed territories, especially rural ones can dilute the efficiency of your sales agents if they don't have a structured information-based way to strategically call on their territory. Synching real-time customer and prospect information helps avoid time consuming mistakes in their call strategy.

3 Controlling Execution Reduces Costs:

Synching sales agents with the back office in real-time helps control the execution after a service or a sales call. Costly mistakes like scheduling errors or inappropriate discounting caused by a slow exchange of information are eliminated.

4 Personalizing Prospect Interactions Will be Table Stakes:

Competition for prospect attention will continually get more aggressive. Personalized, relevant interactions based on history and behavior will be the only way to differentiate.

5 Harnessing Location Based Mobile Technology Differentiates:

Sales talent is increasingly reliant on mobile technology to stay informed and productive. Leveraging the desire for mobile technology and delivering information when agents need it will differentiate your sales organization.

6 Extending the Power of the Cloud is what's next:

The flexibility, value and productivity improvements gained by supporting sales and service in the cloud are proven. Now, extend the power of your cloud by introducing real-time decision support.

Swyft Technology empowers organizations of any size, in any industry to delight their customers through personalized interactions, seamlessly integrated across every communication channel - including call centers, websites, mobile devices and interactive voice response (IVR) units. Using a true software-as-a-service model, the Swyft Interaction Hub provides the shortest time to value with the least amount of risk. Swyft customers include cable companies, banks, telecom companies and insurance organizations.

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10151 Deerwood Park Blvd
Building 200, Suite 115
Jacksonville, FL 32256

GETSWYFT.COM