4 mobile field app capabilities that your CPG field team desperately needs.

Field reps play a huge role in the success of any consumer goods company. According to surveys of CPG executives, here are four of the most important capabilities to look for in a mobile app to boost productivity and sales.

1 Clean, Easy-to-Use Interface

Reps will refuse to use a clunky, overly complex app. If an interface is easy and intuitive, they will adopt it quickly with minimal training or IT involvement.

Works Well

Easy to Use

Ideal App

85% of executives say usability and a clean interface are among their top priorities when choosing a mobile app.[1]

92% say the quality of the user experience is important.[2]

85% say that data visualization and graphical representations are important.[2]
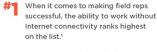
2 'True Offline' Capabilities

Most CPG apps offer little or no offline functionality. 'True offline' apps work seamlessly without WiFi, storing transactional data securely and 'gracefully' syncing with your ERP system as soon as reps go back online.

71% of executives report insufficient offline capabilities for field workers to take on complex pricing issues or just to stay informed.[2]

#1 When it comes to making field reps successful, the ability to work without Internet connectivity ranks highest on the list.[1]

64% say it's challenging to get the latest pricing and product information in the hands of their field reps.[1]

3 Guided Selling

This feature gives field reps clear instructions on specific actions to take in each store. It also helps companies ensures greater consistency, higher productivity and increased sales.
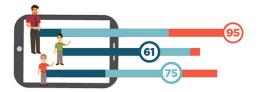
79% of executives say their app does not offer guided selling.[2]

63% say they face challenges training and supporting new users as they come on board.[2]

53% feel their current solution does not provide the analytical capabilities needed to make appropriate decisions at the store level.[2]

4 Gamification

Built-in leaderboards, status bars and contests provide a big incentive for reps to improve their performance. When reps compete, they achieve better results.

95

61

75

89% of executives say their team's mobile app does not offer gamification.[3]

79% of employees say they would be more productive if their work was more game-like.[4]

85% of executives say they have challenges finding tools that enhance employee productivity.[2]

[1]CGT Survey of Global CPG Executives, September 2015. [2]POI Annual Benchmarking Survey, March 2016 [3]Every Store Perfect, April 2016.
[4]Talent Learning Management Systems Gamification Survey to TalentLMS users, 2014.

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Spring has built a reputation on connecting the CPG industry's most innovative technologies. Our mobile apps offer field teams intuitive interfaces, 'true offline' functionality, guided selling and gamification to maximize productivity and sales revenue.

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