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Achieving sales success with Cegeka Field Sales App

Empower your field sales team with **a mobile-first CRM**

Plan smarter

Optimize multi-day routes to maximize visits

Segment territories and prioritize high-potential accounts.

Use data-driven insights to allocate time and resources efficiently

Connect the data

Centralize customer interactions, updates, and feedback in CRM

Access account history, sales trends, and market insights in one platform

Sync seamlessly with Microsoft D365, Power BI, and Office 365

Master the field

Work offline and access critical data anytime

Automate store audits, stock checks, and customer feedback collection

Simplify ordering with AI-powered recommendations and templates

Continuously improve

Track performance and uncover sales trends with real-time analytics

Measure campaign success and refine engagement strategies

Automate reporting and decision-making with AI insights

89%

of workers with access to automation and AI-powered tools *feel more fulfilled* because they can spend time on work that truly matters[1]

What do people want from their *mobile CRM platform*?

We have seen that sellers are more likely to adopt and use tools that solve their most critical challenges.

- Save time[3]
- Be more agile[4]
- Automate daily tasks[5]
- Make information more accessible[6]

32% of seller time is spent selling

68% is spent on non-revenue-generating activities[2]

Maximize every sales opportunity

61% of sellers would be more productive if they didn't have to manually enter CRM data[7]

30% of sales tasks can be easily automated[8]

Turn data into a competitive advantage, empower your sales teams, and drive continuous growth by making every decision smarter and every interaction more impactful with:

- AI-powered analytics
- Real-time insights
- Data-driven automation

Empower your sellers. *Accelerate your revenue.*

Cegeka Field Sales App empowers your field sales team to manage accounts, track interactions, and optimize time, territory, products, and promotions – all from one powerful mobile CRM.

50% of sales reps think they're required to learn too many tools[9]

1. Smarter route and team planning
Increase efficiency with AI-powered route planning, smart scheduling, and real-time territory analysis to maximize coverage and improve sales team coordination.

2. Enhanced sales productivity
Centralize data, streamline sales processes and improve visit and operational execution to drive efficiency. Leveraging visit 360° insights, even in offline mode, to achieve the "perfect point of sale".

3. Data-driven decision making
Access real-time analytics on product performance, promotions, and sales trends to drive informed decisions and boost revenue.

46% of companies want easier sales rep training regarding software[9]

Six essential mobile CRM features

A powerful mobile CRM isn't just about storing data; it's about driving smarter decisions and boosting sales in real time. Knowing which features truly empower your team is key to choosing a solution that maximizes every opportunity in the field.

1. Intuitive interface and user experience
2. Built-in enterprise-grade security
3. Seamless integration with existing systems
4. Centralized data access
5. Remote accessibility
6. Next-generation AI

Get practical guidance for empowering your field sales team with the Cegeka Field Sales App

Cegeka is a Microsoft partner with the expertise to guide your business in unlocking the benefits of an AI-powered CRM. Read our new e-book, "Winning The Field – The Ultimate Guide To Boost Efficiency And Sales In Food & Beverage," to discover how the Cegeka Field Sales App helps field sales reps and sales managers transform how they work.

Read Now

GET IN TOUCH

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