

Nokia Case Study

"The SimpliField mobile app allows us to build location loyalty and personalize interactions with all of our stores, enabling us to thoroughly manage and deepen the relationship with each store."

Alain Sirvin, Commercial Director @ **NOKIA**



ABOUT NOKIA

Nokia and its subsidiary Withings have empowered people across the world to make the right decisions for their health and wellness. Through an award-winning ecosystem of connected health devices and apps — from smart scales to activity trackers to devices for monitoring blood pressure — Nokia and Withings are committed to developing innovative products that help people improve their lives.

Nokia leverages a network of specialist retailers in France — including Darty, FNAC, and Boulanger — as partners in building awareness of Withings products to their individual consumer bases.



PROBLEM

Every month, Nokia's field team of regional managers visits hundreds of retail locations across France to report on store operations and merchandising execution, and to provide an overview of what key competitors in each market are doing in the health device arena.



But reporting on that wealth of information was time-consuming and ineffective.

With communications siloed across numerous email chains and no standardized approach in place for reporting — or even defining what data should be reported — HQ, as well as field and in-store teams, needed an easy-to-use tool that would strengthen their operations on all fronts.

SOLUTION

Nokia partnered with SimpliField to develop a solution that would not only streamline and simplify their operations, but also enable them to build better relationships with their in-store teams. With the SimpliField app making reporting and communications easier and more transparent than ever, they were able to do just that.

- ✓ **To gain better insights into individual store performance, HQ can access the reporting history for each store through the app — offering quick access to an overview of the strategic initiatives completed and the results achieved.**
- ✓ **And SimpliField's highly customizable dashboard lets HQ personalize their interactions with field and in-store teams, which means stronger decision-making using real-time data.**





RESULT

With the SimpliField solution now used by every regional manager across France, Nokia enjoys some major benefits.

1

Gone are the manual reports and fractured email communications that hampered productivity. With the SimpliField app now making reporting and communications easier than ever, fields teams have the time they need to be better partners and brand experts for in-store teams during visit activities.

2

Now that operational performance, individual campaigns, and other strategic initiatives can be tracked at the store level, HQ is in a position to leverage real-time data to make better, faster recommendations for improving campaign performance and deciding when to pivot when needed.

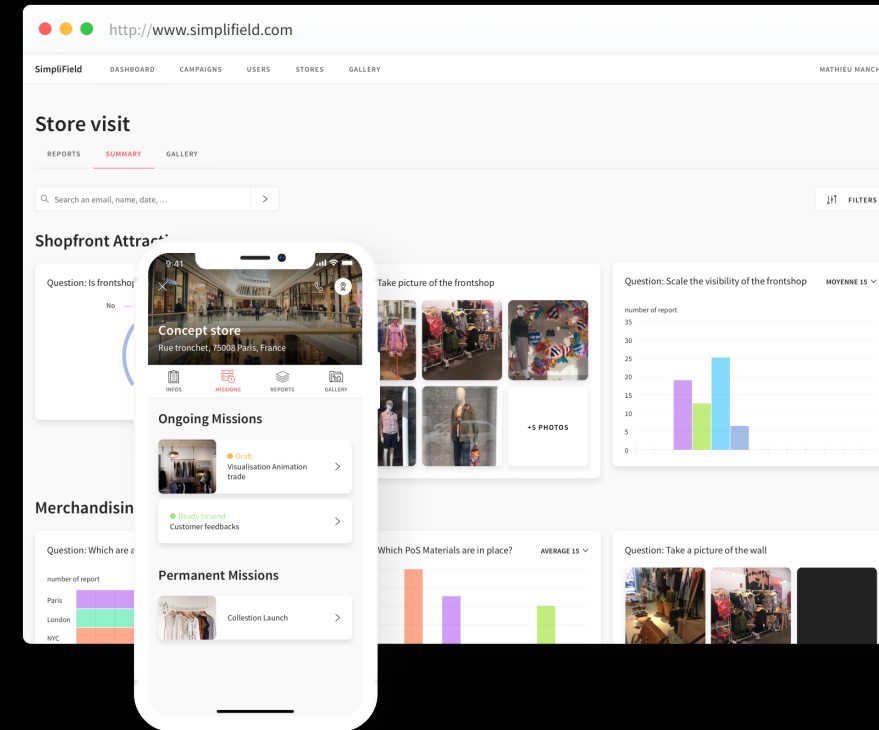
Empowering excellent experiences — every day in every store.

SimpliField's mobile-first platform helps retail and brand leaders work with their field teams to drive flawless operational execution across many stores and locations.

Why SimpliField ?

- 1 Drive real-time collaboration among HQ, store, and field teams. Communicate action plans and share documents and key figures with your store and field teams. Support them at every stage of execution with real-time feedback.**
- 2 Equip field & store teams to achieve your brand's goals in every location. With the SimpliField app, teams have easy access to personalized missions and tasks. They can view their store's profile and instantly report actions or share specific requests and feedback.**
- 3 Monitor your distribution network's operations — no matter where you are. Instantly get updates on specific actions taken by field and store teams through real-time data and shared photos, helping you make the right decision at the right time to boost performance.**

Contact us today for a live demo.





SimpliField



www.simplifield.com