

MANAGING CHAOTIC SALES AND MARKETING PROCESSES WITH THE MOBILE APPLICATION PASSENGEREYE AND WORDPRESS TASKS CRM MODULES

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Processes in the field of sales or promotion at a point of sale and marketing processes are among the most dynamic, chaotic and multi-task oriented processes in every company. Problems in project management and task management of creative departments were tackled with two completely different tools: a complete project/task/CRM/BI tool in Wordpress called Wptaskcrm (PHP) and a mobile application for photo reporting in the field Passengereye (Java), also called Potnikapp.

Wptaskcrm provides exceptional flexibility, simplicity and customization speed of input forms and printouts, steps and data transfer.

The new philosophy of intensive task management, which has enabled a new dimension of work, makes no longer differences between classical projects, subprojects and tasks, but the levels and sublevels are taskable, therefore they allow for simple moves and shifts between tasks and projects along the vertical (nesting or horizontal shift somewhere else to another project). The project can become a task, subtask and vice versa: it can be transferred to another project as a task (for example, unfinished tasks).

Another advantage of the environment is that the Wptaskcrm program intercepts the Wordpress data form. Therefore, users, editors, and process planners can independently create any input mask ("contact" form) that Wptaskcrm intercepts and writes into created data fields, if they exist (for example, the Name or Surname field), if they do not exist, the form is carried out independently. This provides an exceptional flexibility to store data, which generates a mini BI on the Wordpress platform (formatting tables by pages with a choice of variables).

The third pillar of environmental performance is that each transmission of a data form belongs to a task and a numbered step. Therefore, the editor can generate arbitrary process forms, an unlimited number of project steps, or a simple input mask for a tabular data directory. Simplified: the confirmed booking form on the hotel's website and confirmed by the buyer (STEP 1) prompts the data and the task in STEP 2 (offer from the hotel) and so on. However, only two steps of opening new tasks / closing tasks can be created for the most task-intensive departments. The system is used to organize workflows, BI/CRM client data (together with Google Data Studio), product quality management and product development, sales management, RMA process, ecommerce support and B2B partner intranet for projects. The Multisite Wordpress platform makes it possible to quickly generate new project areas. It is certainly one of the most customisable, flexible, efficient and low-cost business tools that breaks down the established patterns of project management. Wordpress and Wptaskcrm modules provide an unlimited design of the working environment due to the abundance of themes and a plethora of plug-ins that are still available, developed by thousands of programmers and used by more than 60 million users, so old ones are daily tested and new ones are being developed. Multilingualism and adaptability of the Wptaskcrm and Wordpress input formats can support any organization in more than 90 languages.

The mobile app Passengereye (Potnikapp) for iOS and Android solves another part of the organization of a company, namely the work and control of teams in the field, even in the most difficult conditions where there is no data connection with servers (for example, concrete buildings of shopping centres, motorways, remote isolated regions, construction sites and similar places outside of offices). The application accompanies sales persons, promoters, technical directors, designers and builders. For example, the basic method of use is that a sales person logs in at the beginning of the working day,

travels to a sales point or a shopping centre, makes pictures and describes the shelves of their own products in the centres (makes photo reports) and finishes the work at the end of the day. Reports are transmitted as soon as the link to the cloud along with the GPS location is established. The application is mainly intended for the assessment and state of replenishment of shelves in the shop and the assessment of the presentation of the assortment, although it may look at the beginning as a means of controlling employees. Particularly useful is the data aggregation function, for example by merchandise groups and brands of trade centres and by the time of capture. This data enables the customer to control the quality of shelves and to make an immediate analysis of the sales situation. Another advantage is the control and organization of promotional groups across different countries on the same day (example degustations or Promo day). The same is valid for the inspection of assembly teams or construction sites and for the speed of reporting on the same day with the display of photo reports and the working time spent for each single day.

The application in general provides an overview over the actions of sales persons and promoters, the situation at delivery of goods, an overview over the logistic capacities of customers, and most importantly a view of the sales shelves and the management of product groups. It is also used for the control of campaigns at trade fairs and promotions, it is especially useful, if these are carried out by subcontractors. The application records the time, location and activity of the performer, so the manager in the company or the customer can track events on the ground, and it saves the sales persons also from writing time consuming reports at the end of the day. It provides construction, engineering and assembly companies with photo reports from several work groups, by location or by construction site. Photo reports and descriptions provide an overview of the beginning of works, partial situations, completion and material analysis at site at the end of the day.

The application Passengereye is suitable for tenders and contracts, as it allows unlimited storage space in the personal cloud, immediate capture of photos and content comments on the same day of the event, which generates a permanent archive of reports. A very important function of photo reports is exporting, easy aggregation and the permanent archive. Highest efficiency means reducing the cost of reporting time on the project, since key personnel can devote themselves to project management, rather than manage records and reports.

The applications Wptaskcrm and Passengereye can be connected with Google Data Studio to extract additional reports and aggregate data from different places or servers (databases), so it is possible for the management to adapt process or data reporting according to daily needs, also outside Wptaskcrm or Passengereye frontend/backend interfaces. They can also be connected with an RSS output from Passengereye in the form of an XML file and a JSON structured output that can be generated for each user individually. This allows on one hand to keep the intranet part of the reports private and on the other hand to authorize public reports that are transmitted through manual / cron imports or by direct copying to a database on another server. A special promotional control function is to automatically send reports to the entire company or to an individual user, to a selected e-mail address. Thus, managers and supervisors are updated in a timely manner, and Internet portals can choose automatically between three sources: XML, JSON, or loading news feeds - reports via an email address.

- 1. NOV PROJEKT ali NALOGA
- 2. OSNOVNI PODATKI
- 3. DEKLARACIJA
- 4. PREGLED / VRAČILO INŠTITUTA
- 5. OBLIKOVANJE
- 5.5 TEHNIČNI PODATKI
- 6. PREDTISK
- 7. POTRJEVANJE NABAVE
- 8. DOVOLJENJE
- 9. POŠILJANJE V TISKARNO

PROGRAM SLEDLJIVOSTI MARKETINŠKEGA PROJEKTA

1. IME PROJEKTA:

Odpriite nov projekt

Opcijsko dodelite podprojekt - osnovnemu projektu:

Email lastnika projekta

Posebne zahteve (opišite)

Predviden rok končanja:

1.a VNESITE DODATNE PODATKE (Gregor)

Osnovni podatki projekta (Name):

Izberete odgovorno osebo, ki bo VNESLA NASLEDNJI korak

Koda izdelka (če koda obstaja, jo vnesite):

Naziv izdelka:

Lastnik BZ (blagovne znamke) ali trgovske blagovne znamke (TBZ):

Opombe:

Example WP TASK CRM – example intranet – organization of marketing projects



WELCOME TO BOOKING ROGASKA RESORT - RESERVATIONS PORTAL

BOOKING

Check-in date*:

Check-out date*:

Room type*:

Nr. of adults*:

Children from 7 to 12 years*:

Children up to 7 years*:

Name and surname*:

Email*:

Phone:

I WANT TO RECEIVE E-NEWS

I do not want to receive e-news

Questions, comments, wishes, promo code

Available rooms | Facilities | Policies and Information | Newsletter

The 4-star Grand Hotel Rogaska - Rogaska Resort is the ideal place to indulge in a relaxing and revitalising spa holiday. A listed historical building, dating back to the reign of Emperor Ferdinand, the hotel is set within lush, sprawling gardens. Featuring swimming pools, saunas, a fully fledged spa as well as an on-site restaurant and bar, we have everything in place to ensure you have the perfect holiday.

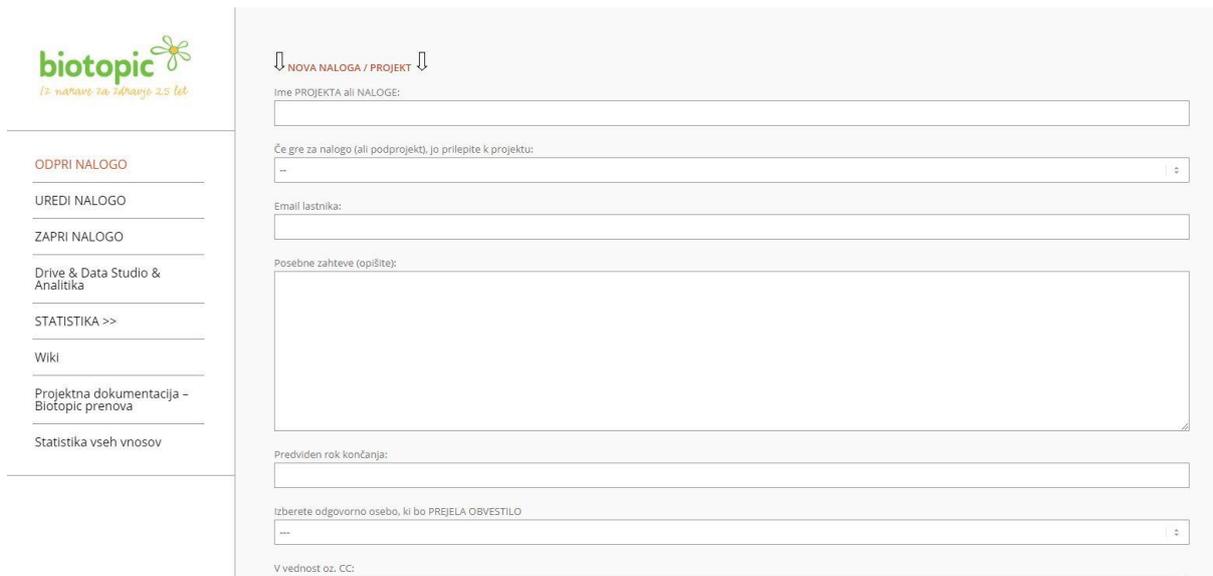
Our elegant rooms balance modernity and history, offering all the amenities you expect from a world class hotel - WiFi, TV and a minibar - whilst retaining their original character and charm. We have a total of 194 rooms on offer to cater for all requirements, from the indulgent Superior Suite through to our standard doubles. Many of the rooms have beautiful views over our gardens and some feature private balconies.

Other facilities include 24-hour reception service, a tour desk, multiple shops and a beauty salon.

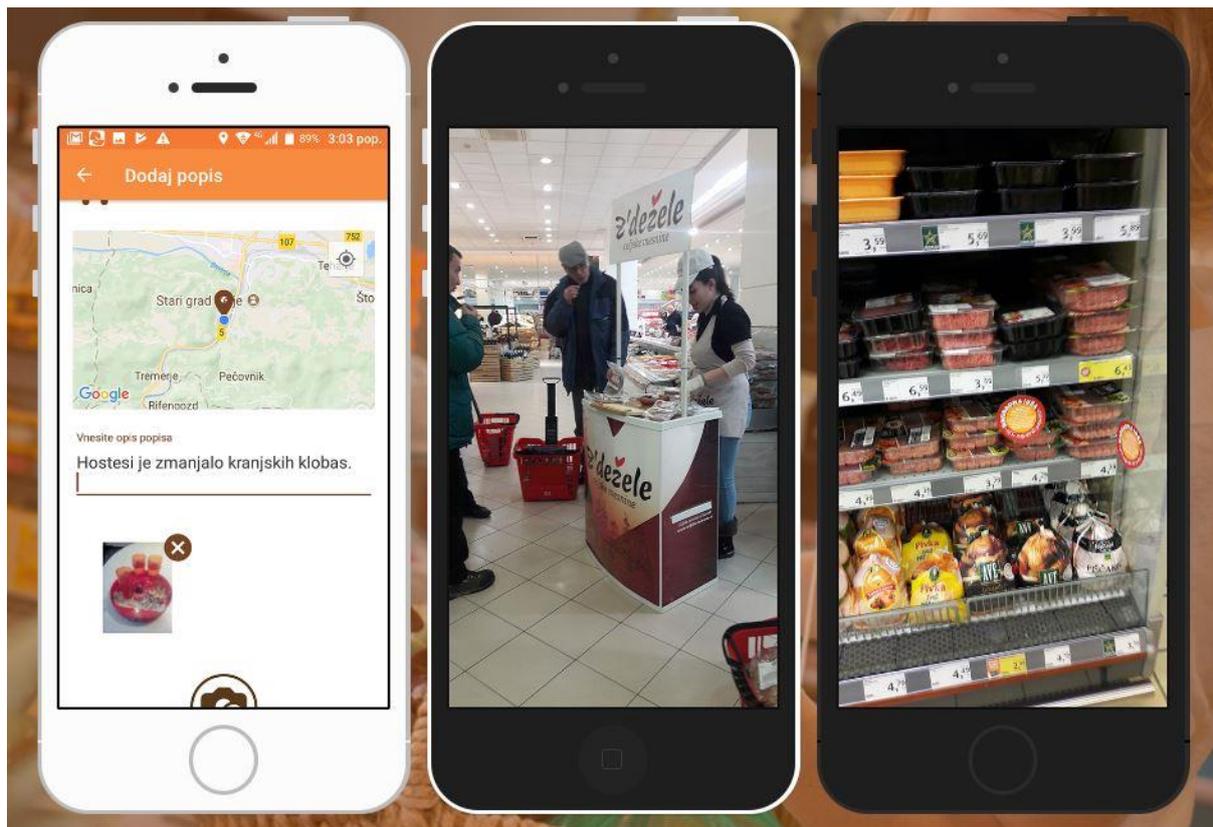
We are proud to boast stunning sports facilities on site, including tennis and squash courts as well as horse riding. To top it all of - we have a year round schedule of concerts and performances in the Grand Crystal Hall.

Free parking is provided either on-site or in the vicinity. An airport shuttle can be arranged from Ljubljana, 110 km away, and Zagreb, 95 km away, at an extra cost. Free WiFi is available throughout the hotel.

Example WP TASK CRM – example web portal - filling WP TASK CRM via reservation forms.



Primer WP TASK CRM – example of an extranet project (cooperation with an agency): implementation of simple project tasks in the modes open/close and change level.



Example PASSENGEREYE – Potnikapp: use of mobile application in the field

PotnikApp

Home / Photos

Photos

Created at	Name	Description	Passenger	Store	Photo	Actions
Apr 6, 2019, 2:41:41 PM	Lučka	Lučka rumena report	a@passengereye.com	Austria Trend Hotel Europa Graz, 89 Bahnhofquartel, 8020, Graz, , Österreich		Details
Apr 3, 2019, 10:43:58 AM	Booking.si	booking.si	a@passengereye.com	Austria Trend Hotel Europa Graz, 89 Bahnhofquartel, 8020, Graz, , Österreich		Details
Apr 3, 2019, 8:27:30 AM	Feed eater	test	a@passengereye.com	Hotel City, Bahnhofplatz 3, 9500, Villach, Carinthia, Österreich		Details
				Hotel Goldenes		

Example PASSENGEREYE – Potnikapp: »backend« view of reports at the server.