

### Less paperwork and more insights

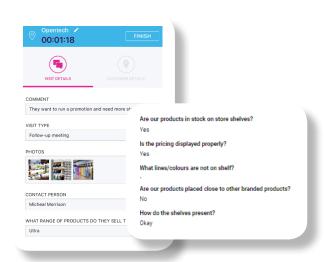
With Skynamo, managers can easily create forms which sales teams can use to capture market and customer intelligence in the field.

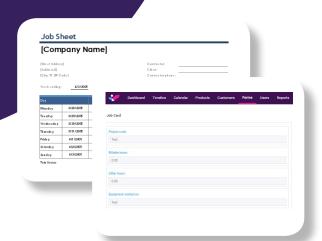
Using Skynamo's form function eliminates paperwork and reduces admin as sales teams capture data digitally and the completed forms are stored in Skynamo.

# Ensure the correct data is being collected

Management can make forms compulsory for sales teams to complete by embedding them into a visit - even assigning different forms to different customers, types / categories of customers, regions or individuals

This means the right form is automatically available for the relevant customer visit - no need to search for the right form to complete!





# Create custom forms to gather the information needed

Forms are customisable and can be based on current paper-based forms or job cards, or management can create entirely new forms.

Collect information on competitors, get feed-back on customer experience, run surveys in retail shops with consumers - custom forms can easily be created to capture the specific information needed from the field!

Forms can even include photos, so management can 'see' what's going on in the field.

#### Create customised reports

Data gathered via forms can be used to create customised reports for management to gain instant insights via their Skynamo dashboard.



#### Get in touch