



SOTI MOBICONTROL



RETAIL



SAMSUNG PHONES



ANDROID



ARGENTINA

SOTI is a proven innovator and industry leader for simplifying business mobility and making it smarter, faster and more reliable. SOTI helps businesses around the world take mobility to endless possibilities.

SOTI.net

CUSTOMER SNAPSHOT



Musimundo Reduces Employee Training Time from Weeks to Hours, and Improves the Sales Process with SOTI MobiControl

Founded in the 1950s, Musimundo is the leading retailer for technology and entertainment in Argentina, spanning 174 branches across the country. With more than 2,500 employees, Musimundo has always focused on providing the best customer buying experience and, therefore, recognized early on the need to invest in technology that their sales teams could use to increase customer satisfaction.

The Challenge

Musimundo wanted to improve their in-store customer experience, which meant improving how their sales team interacted with customers. At the time, the sales team had to go between the sales floor and their computer for information. It was difficult for Musimundo to manage devices, remotely when 60% of Musimundo employees were using their own devices, and the rest relied on company-owned cell phones, with both options out of date.

Without remote visibility of the cell phones, Musimundo knew their sales process could be operating more efficiently. The company was unaware of the location of each device, when the device was being used, how to diagnose technical issues remotely or even ensure access to company content. They also spent an average of three weeks training each sales employee at its head office. Musimundo realized they needed to introduce a Bring Your Own Device (BYOD) system and employ an Enterprise Mobility Management (EMM) provider to centrally manage each device at every branch.

The Solution

A wide variety of form factors were tested to meet the BYOD needs of the business. And SOTI MobiControl, part of the SOTI ONE Platform, was found to be the best solution. Musimundo now relies on SOTI MobiControl for many important mobility management functions:

- SOTI Kiosk Mode connects the sales teams' cell phones to Musimundo's app suite. Kiosk Mode optimizes device usability and increases worker productivity.
- SOTI MobiControl delivers superior app management. Frequent app updates take place silently, in the background.
- SOTI MobiControl is also used for remote support. With no IT expert at each branch to fix devices or app problems, SOTI's remote control, file sync and scripting make fixing device problems quick, easy and less expensive.
- SOTI MobiControl enables the organization to apply a security policy that restricts device access to their business-critical Musimundo apps.

The Results

Mobility management has become business-critical for Musimundo, empowering the company to drive efficiencies and stay ahead of the competition. SOTI MobiControl enhances the sales teams' productivity, allowing each employee to accompany the entire customer purchase process and improve customer service satisfaction. Employees can now access the company's content repository in real-time, and with SOTI as their mobility partner, they have complete visibility over all devices for the first time. Musimundo has also been able to reduce training costs by 100% and reduce training times from three weeks to just a few hours.



"SOTI MobiControl has provided us with visibility and control of our mobile operations which has been key for maximizing the productivity of our sales team. Processes that would usually take a lot of our time are no longer necessary, allowing us to redirect our efforts to provide an even better customer experience."

Pablo Raviolo, Musimundo
Sales Manager

