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iPad Customer Story - Philips

Philips Uses iPad to Make Selling Easier... Anytime, Anywhere

They say word of mouth is the best form of advertising. But it's even better when it goes with you on sales calls. The team at Philips takes word of mouth endorsements mobile with iPad and the new RO|Innovation Customer Testimonial app.

As a world leader in healthcare, lifestyle and lighting, and as a part of Philips' open innovation approach we cooperate with partners with complementary skills. –Philips searched for a creative work-around for a sales challenge. How can they showcase their satisfied customers to their prospective customers – especially in the fast paced environments that may lack reliable Internet connectivity?

Solution: iPad.

The iPad loaded with the RO|Innovation testimonial app ensures the Philips field sales team always has the latest product data and peer-to-peer reference videos at their fingertips to facilitate the education process and help reinforce trust. By showing the Philips solutions in action as well as letting prospects hear first-hand from other professionals speaking candidly about Philips, sales professionals achieve a new level of engagement with prospects... and get a leg up on the competition.

“Having these sales tools readily available on the iPad or iPhone 4 makes the sales professionals more efficient and effective at engaging their contacts and sparking meaningful dialog about Philips' solutions,” said Suhail Khan, Vice President of Customer Experience at Philips.

The Philips sales team uses the mobile app to present video and audio clips as well as other marketing collateral to prospects during the course of a routine sales meeting – all without a connection to the Internet. At the touch of a button, they can also queue delivery of additional information to the prospect which auto-sends once reconnected to the Internet. In the case of Philips, sales professionals often find themselves in areas like healthcare facilities with limited or no connectivity, yet in need of the sales and customer reference collateral that will help them engage prospects and make their case.

Most enterprise sales teams rely heavily on customer references and testimonials in the sales process, and with the iPad and RO|Innovation mobile testimonials app – now they can leverage customer endorsements on the fly for smarter selling, deeper connections, and better outcomes.