



### CUSTOM SALES TOOL APP

Our objective was to build a custom, mobile-friendly app to improve the Lamin-Art sales process. The Local Rep App connects all local sale representatives with CRM data through a user-friendly, intuitive interface. Utilizing Google Maps with existing and potential customer locations, the app helps local reps organize their daily route, update their activities and calendar, and order samples all in one place. For admin users, the app provides comprehensive reports to evaluate the local reps performance and effectiveness.