Pocket App develops new sales solution app for Jewson

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London, 13 February 2016 – Pocket App, the UK's largest independent app developer, is delighted to announce the launch of a new sales tool application designed for Jewson, the UK's leading supplier of sustainable timber and building materials.

Already live and in use, the new mobile app will transform the service provided by Jewson's sales teams across the UK. For both trade and retail customers, the app has been designed to assist in pricing and comparison for the thousands of Jewson products. , The application encompasses multiple functionality which turns a formerly paper based process into one centralised application.

The application was designed and developed within 48 hours following Pocket App's successful participation in Jewson's hackathon. The hackathon saw Jewson invite developers and designers from multiple agencies to come to their offices and produce an app to support the Jewson sales team. Following the Pocket App designers successful audition, they were invited to pitch the app and ultimately win the contract.

Paul Swaddle, Chairman, Pocket App comments, "Like many organisations Jewson was keen to streamline the way in which its sales team operated and was keen for us to produce an application that not only enabled the team to show perspective customers the vast array of Jewson's product line but provided the Jewson sales team confidence that product and prices were at their fingertips."

The app's features include a guided tutorial, categories feature allowing the sales force to prepare advanced listings, as well as product & search tools, pricing break information and a UK store location and information function. The app also boasts offline functionality to enable the sales teams to interact with their customer effectively in more remote locations across the UK. Future features will see the introduction of product comparability, communication HUB and chat messenger service.

Russell Jordan, eBusiness Development Manager at Jewson commented, "Replacing the original paper based process to price up jobs with the Pocket App will ensure the service our sales team provides is a lot smoother. The investment in the app will not only save time but will keep information in one place, making it quicker for the sales team to locate and refer to it when needed. As a business, it is important for Jewson to take the necessary steps to consistently improve the service provided to our customers, and the Pocket App is a tool which will help us to do so."

Paul Swaddle, Chairman, Pocket App, continues "We are delighted to have been involved in developing this project alongside an industry leading organisation like Jewson. As a leading supplier of timber and building materials the app is designed to provide the sales team with a streamlined interface, enabling faster and smoother interaction with customers and colleagues."

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About Pocket App

Pocket App is the UK's largest independent app developer designing, developing and distributing award-winning mobile apps. Founded in 2011, Pocket App's senior executives collectively have over 30 years' experience in the mobile industry having worked in partnership to deliver projects for large telcos, as well as a vast array of leading brands and marketing agencies. Pocket App is a recognised specialist multi-platform application provider, designing mobile apps and mobile solutions. For further information please visit www.pocketapp.co.uk of follow us on Twitter @PocketApp.

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