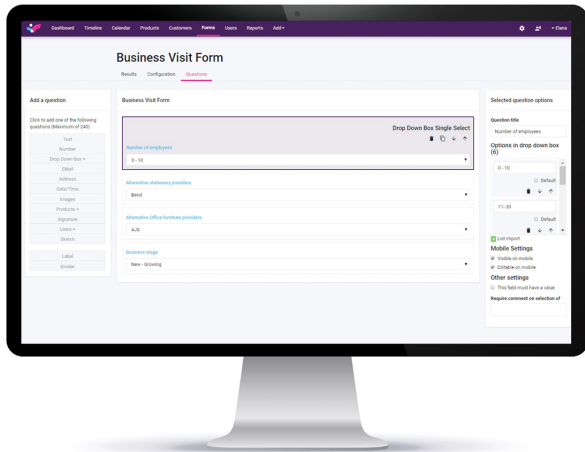


# Forms and job cards

## Less paperwork and more insights

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

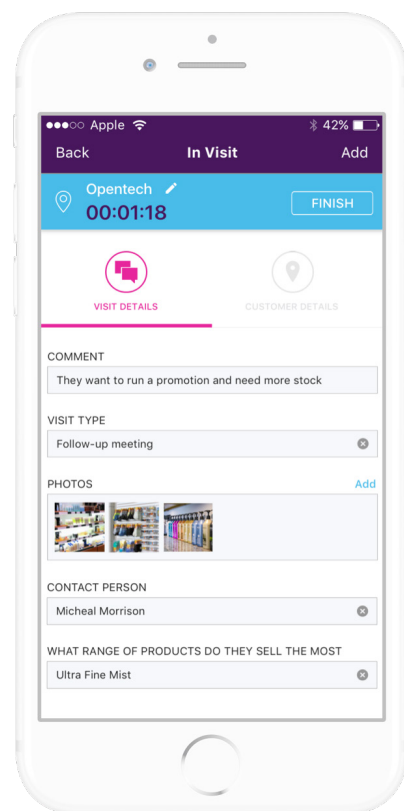
Using Skynamo's forms function eliminates paperwork and reduces admin as sales reps capture data digitally and the completed forms are stored in Skynamo.



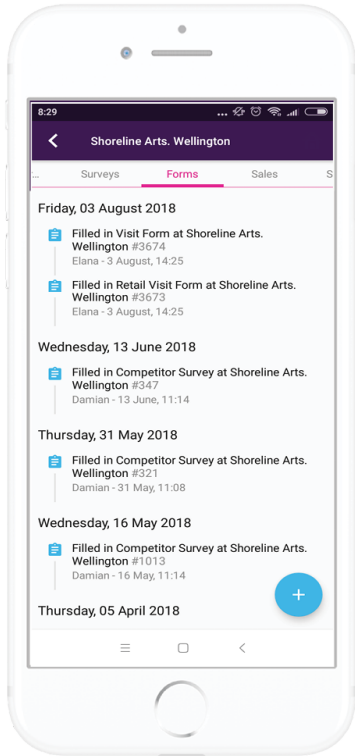
## Ensure you're collecting the right data

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

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



## Create your own custom forms to gather the information you need



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 your competitors, get feedback on how your customers experience your brand, run surveys in retail shops with consumers - custom forms can easily be created to capture the specific information you need 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.

