

Keeping up with DScape

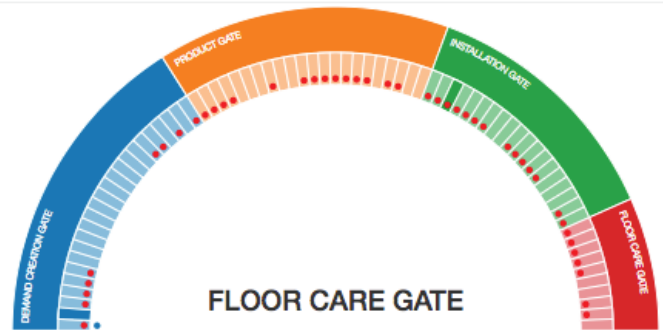
DScape teams up with Forbo Flooring NA

DScape developed and hosts Forbo 360, a custom web application for Forbo Flooring NA that guides and supports the company's end-to-end sales, installation and maintenance process.

The application moves projects, salespeople, technical representatives and support staff through a series of stage gates and reviews – key steps in the complete business cycle. Forbo 360 allows salespeople and relationship managers to check off key tasks & milestones and report on the completion of important technical preparations, helping Forbo professionals ensure that they've performed all the appropriate steps for each sales and installation project from start to finish.

The application provides an interactive arc and a series of check boxes and data entry fields in guiding users through best practices and key phases in the sales process, the installation process, training, support and long-term floor care for dealers and end-user customers.

Forbo 360 starts with general project leads in the "front end" of the process, then walks Forbo professionals through each phase, allowing users to contact other Forbo staff for input and opinions along the way, sharing the project with them through email and the application's interface.



The screenshot shows the Forbo 360 web application interface. At the top, there's a navigation bar with links for 'Projects', 'Leads', 'My tasks', and 'Admin'. A central logo for 'Forbo 360' is displayed. To the right, it says 'Hello Admin User' and 'Logout'. Below the navigation bar, the project title '#1038 - SRU Bailey Library' is shown. The main heading is 'INSTALLATION GATE'. There's a button to 'Schedule another communication call with the Forbo 360 Team.*'. Below this, there are input fields for a date (12/08/2017), a time (12:00 AM), and a button to 'add to calendar'. A text box contains the names 'Mary Tradewell, Mark Thomas, Arun Galawal'. Another text box contains the instruction 'Confirm moisture test date and next steps'.

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The Forbo 360 application helps improve the quality and consistency of every step of the business cycle with the goal of boosting Forbo's profile, dependability, reputation, profitability and overall performance.