

Skyward App: Business Operating System

Feature Overview & Value Proposition

Executive Summary

Skyward is a comprehensive mobile platform designed to streamline field operations for modern businesses. By unifying Attendance, CRM, and HR Management into a single app, it eliminates manual paperwork, prevents revenue leakage, and gives business owners total visibility over their field force.

1. Smart Attendance & Field Tracking

- **GPS-Fenced Check-In:** The system validates the employee's location against the Office or assigned Client Site coordinates before allowing a check-in.
- **Selfie Verification:** Eliminates 'buddy punching' by requiring a live photo verification for every shift start.
- **Live Team Tracker:** Managers get a real-time map view of the entire team, showing who is working, their last known location, and active status.
- **Intelligent Auto-Checkout:** If an employee forgets to log out, the system automatically closes their shift after 18 hours to ensure payroll accuracy.
- **Location Intelligence:** The dashboard highlights the most frequent location visited by an employee each day, verifying client-site presence.

2. Pocket CRM & Lead Management

- **Centralized Lead Database:** Access and manage all client details on the go.
- **Instant Action Buttons:** Call or WhatsApp leads instantly without saving numbers.
- **'Today's Focus' Reminder System:** A dashboard shows who to follow up with each day.
- **Automated Lead Capture:** Integrates with websites or Google Forms so new inquiries appear instantly.

3. HR & Payroll Automation

- **Digital Salary Slips:** Automatically generate monthly salary slips with full earnings and deductions.
- **Leave Management:** Staff apply for leave via mobile; managers approve or reject instantly.
- **Expense & Petty Cash Vault:** Employees log expenses and upload receipt photos for audit trails.
- **Secure Financial Access:** Sensitive data protected by a dedicated management PIN vault.

4. Performance & Gamification

- **Live Leaderboards:** Rank employees by site visits and deals closed.
- **Personal Stats Dashboard:** Employees track performance trends weekly or monthly.

5. Admin Control & Reporting

- **Audit & Fraud Detection:** Flags check-ins occurring more than 150 meters from assigned sites.

- Staff Onboarding: Add or deactivate team members easily.
- Data Export: Download CSV/Excel reports for attendance, leads, and expenses.