quadrafort

Distribution

An ISO 9001:2008 company, with its main office settled in Delhi, today distributes more than 1000 products, provided by some top-tier global brands, through its channel literally becoming a one-stop-source for different security-surveillance and IT-requirements with an absolute supremacy in IP CCTV-products, Biometric products, Access Control, Computer Hardware and Peripherals, Data Storage Solutions, Networking, Mobile Accessories, Audio and Multimedia products, Storage and Software products..

Value Creation Modules

Automation of B2B and B2C Sales
SPANCO process automation with defined triggers and validations

Dealer/Distributor Onboarding & Attendance Management
Onboarding new dealers/ distributors by the RSOs & KYC check. Marking of attendance for RSOs

Integrations & Holistic reporting
Integration with SAP to fetch transactional data. Drillable reports and dashboards

Secondary Order Management
Capturing Secondary Orders by the RSOs through dealers

Visit Tracking
Automated DSR process with visit tracking backed by Geotagging

Retail Execution
Automated process of execution from planning the beat to completing the DSR

Personas

- RSOs
- ASMs
- Zonal Managers
- National Coordinators
- Management Team

Products & Technologies Used

salesforce platform

INDUSTRY

Distribution

CHALLENGES

- No proper reporting of team members availability
- No visibility of order by the channel partner
- No proper reporting of the sales team.
- No proper tracking of team's productivity in terms of dealer visit and order placement
- No unified view of customers and dealers
- No proper communication channel for internal collaboration between teams.
- Disintegrated systems

SOLUTION

- Automated process of institutional sales.
- Automated retail execution process
- Integration with SAP for unified view of the data across platforms.
- 360-degree view of the customers and partners with the complete set of transactional data
- Validations to reduce the human errors
- Mobile app for the sales team to provide them better control over the business
- Easy and lean UI/ UX for better adoption of the system.
- Continuous training to support the seamless change management process.

BENEFITS

- Unified view of customer and channel partner with all the transactional data points in single window for better decision making.
- Enhanced tracking of team productivity
- Real-time Order status
- Visibility of distributor inventory
- Product Performance in Market
- Empower sales team to sell more effectively with real-time reporting and data about customers, products, and orders.
- Enhanced retail execution process with defined validations to reduce any operational glitches
- Increased productivity of the sales team
- Better visibility and control in the business by virtue of the drillable reports and dashboards.