quadrafort

Manufacturing (Building Materials)

Customer is a Market Leader in Building Home Innovation Products and one of the fastest growing players in the Indian Consumer Appliances segment. The company is focused on servicing consumers and is involved in manufacturing, branding, marketing, sales & distribution, and service of various product categories.

Value Creation Modules

Process Consulting & Program Management
Identification and framing of business requirements and their prioritization.

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

Integrations
SAP , SuccessFactors, Azure, EazyDMS

Secondary Order Management
Capturing Secondary Orders by the RSOs through dealers

Mobile SDK
Custom SDK built on top of CG Cloud to give a personalised UI experience to end users
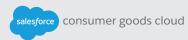
Retail Execution
Automated Visit planning and execution with optimized routes

Personas

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

Products & Technologies Used

salesforce consumer goods cloud

INDUSTRY

Manufacturing
(Building Materials)

CHALLENGES

- No proper reporting of team members availability
- No visibility of rejected orders by distributors to Management
- No proper reporting of secondary order generated by RSO and secondary orders received via distributors.
- No proper tracking of team's productivity in terms of dealer visit and order placement
- No unified view of customers.
- No proper communication channel for internal collaboration between teams.

SOLUTION

- Salesforce CG Cloud
- Salesforce Native Mobile Application
- SDK Mobile Application (Online/Offline Mode)
- Integration with E-KYC & Eazy-DMS
- Integration with SAP
- Integration with EazyDMS
- Integration with Success Factor
- GST / PAN Validation
- Email & Whatsapp notification

BENEFITS

- Account & Contact Management, Distributor stock management, Secondary Order Management, Primary Order Management, Attendance Management, Chatter for internal collaboration & Reports & Dashboard to view key KPIs.
- Enhanced tracking of team productivity
- Real-time Order status & Rejected orders
- Visibility of rejected orders
- 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.
- Provide personalized support for every customer, from new product inquiries to post-sales questions.
- Connect with customers on a more human level by delivering relevant promotions, offers, and content.