

CASE STUDY



INDUSTRY

Manufacturing

With a capacity to produce 3.6 Million Tonnes per annum, customer is the largest producer of Structural Steel Tubes in India. They have an extended distribution network of warehouses and branch offices in 29 cities across the country catering to domestic as well as 20 countries worldwide.

Value Creation Modules

Sales Cycle Management

Institutional Sales and Channel Sales, New Dealer Onboarding into SFDC

Dealer Management System

Dealer Profile, Primary Order Management, Order Sync with SAP.

Salesforce Mobile App

for vendors to have complete access on the go.

Intelligent Reporting

and MIS

Integrations – SAP

Fetching Invoice, Ledger, Credit & Debit Notes via Point-to-Point Integration.

Customization on SAP

Working and customization on SAP side for etching Invoice, Ledger, Credit & Debit Notes from SAP to Salesforce

Personas



- Sales Team
- Dealers
- Sales Head
- Management Team

Products & Technologies Used



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CHALLENGES

- No process of customers to place order by themselves
- No tracking of the orders by the customer
- No visibility for the customer to view Schemes, Price List according to their region
- No visibility for the customer to have the view of their Order, Credit Limit, Invoices, Targets, Ledger by themselves
- No process of customer onboarding was in place

- Unified view of customers across sales and service by creating a customer 360-degree view
- Dealer Management system created for the dealers to place order and manage their account

- Approval process to be created in the system to validate the dealers before onboarding them
- Monthly and Yearly Target/Achievements are configured in the system for the dealers
- Enquiries and case modules are created in the system for dealers to raise issues or order new product(not being offered by Apollo)



SOLUTION



BENEFITS

- Increased sales, reduced order fulfilment time.
- Reduction in Average handling time and increased customer satisfaction.
- Single source of truth for the teams by virtue of real time integrations.
- Better control over business by virtue of holistic real time reports and dashboards for business owners.
- Operational efficiencies by virtue of real time and data backed collaboration across the teams.