

INDUSTRY

Agriculture

Having made a modest foray into agriculture space in 2001, today it is one of the premier names in Crop Protection Industry. Today with more than 100 formulation products and 15 technical products, Insecticides (India) manufactures all types of insecticides, weedicides, fungicides.

Value Creation Modules

Customer Onboarding

Farmer, Retailer, Agri-Experts and Distributor with KYC Process

Attendance & Leave Management

Attendance Capturing with Geolocation, Leave Marking in integration with Keka (HRMS) & OD Capturing

Expense Management

Capturing of Local and Outstation expenses with 3-step approval process

Event Management

Daily & Monthly planning and execution of events for BD & Marketing team such as Krishi Mela, Demo Day, Van Campaign, etc.

Primary Order

Sales team capturing orders on behalf of distributors using the handheld device

Visit Management

Creation of daily visits at Farmer, Retailer and Distributor by the BD Team

Integrations

SAP & Keka

Personas



- BD/Marketing Team
- Distributors
- Retailers
- Management Team

Products & Technologies Used



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CHALLENGES

- No proper reporting of team members availability
- Lack of real time visibility in retailers, mappings and orders.
- No proper reporting on day wise tasks
- 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.
- No system to map the marketing events done by the sales team
- Very high lead time for expense processing

- Fully branded application for users
- SDK Mobile Application (Online/Offline Mode)
- Integration with SAP
- Real time reporting
- Tracking of partner onboarding

- Visit mapping, farmer mapping
- Demo sites mapping
- Real time reports and dashboards
- 360-degree view of customers and partners
- Logic driven expense management



SOLUTION



BENEFITS

- Better control over market
- Visibility into partner with complete transactional data
- Optimized operations
- Shorter leads time for claim processing.
- Increased market coverage and enhanced results from marketing activities
- Better control over sales team's availability
- Lesser time spent in review due to automation of visit reports
- Enhanced planning with better visibility and control