



ABOUT THE CLIENT

A leading food product company operating through 200 distributors in over 50 cities and providing a range of Ready to Eat Products to make life easier, healthier and tastier through retail outlets and stores.

CLIENT CHALLENGE

Known to be one of the leading brand in the food and hospitality sector, there was a need to maintain large set of data into one repository with real time updates on all ends. The client having a large number of distributors across India was lacking transparency into its sales process. The inaccurate data of the sales pipeline and incorrect activity status performed by their sales executives were creating a gap into their business. Order management was proving to be one of the major issues into their day to day activity handling as there seemed to be no proper solution to maintain that data accurately and in real time. The order status was not certain to the executives and managers which caused inefficiency in the whole sales process. This also affected the decision making process and further business strategies. The incomplete data was misleading their decisions and burning a hole in their daily schedule and activities. Thus, data discrepancy occurred in many areas such as order booking, order fulfilling and dispatch process which needed to be resolved.

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“Product and domain excellence and SalesTrendz’s strong data analytics capability built into the software have driven measurable improvements in accelerating the sales process, increasing order size and success rate, improving the ROI and dealer experience.”

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THE SALESTRENDZ TRANSFORMATION

After incorporating SalesTrendz into their sales process, there was a complete transparency of all the activities needed to be tracked for effective business results. The entire workflow of the sales process including the status of the orders traversed from order booking to dispatch was covered systematically. Every activity performed was reflected instantly which reduced the chances of data manipulation. The mechanism used in SalesTrendz provided a robust platform for sales executives, managers and dealers to perform their tasks effectively with real-time updates on all ends. The live tracking feature made it easier to determine the activity status, progress of each field executives also providing a complete set of advanced reports and analytics. The new customised workflows on SalesTrendz salesman tracking software and app resulted into visibility and insights that had not been available through manual process. The product brand now is able to operate more effectively and scale new heights with its tools used for forecasting and analytics.

THE RESULTS

After engaging with implementing the new system provided by SalesTrendz software and app, the client got the results as below:



SalesTrendz software and app is a product by SalesTrendz Corporation which rethinks and rebuilds field sales and distribution processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping our clients across industries from consumer durables to cement, tyres and furnishing, achieve harmony amongst the distributors, sales executives, higher management and dispatch locations and generate automated experiences at all levels. The synergy from such transformation drastically improves sales team and distribution performance and empowers the client products and brands win over competition.

 Please Recycle

Industry

Food production

Functionality

Sales process transformation

Order Management

Salesman Activity tracking

For more information on how we can help you transform your distribution process, visit us at www.salestrendz.com, email us at connect@salestrendz.com