

Enterprise Sales Solution for FMCG

CASE STUDY

Enterprise Sales Solution For FMCG

A comprehensive business solution for an FMCG company to track their individual product sales for a clear market view and improved decision making.



Background:

The client is one of the eminent names in FMCG sector. As we know FMCG companies have high stock turnover and comprehensive distribution networks. The client used excel sheets for managing sales data, assigning targets and evaluating progress report. Since it's a fast moving business, review and verification is overlooked most times, and this unknowingly reduces the profit. A system was required to regulate all the activities and provide a common communication platform.

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Challenges:

- Salespeople reported their work details verbally or through excel sheets.
- Outdated business processes. As the entire system was non-automated the reporting system lacked transparency.
- Verifying user location was difficult owing to lack of real-time information.
- Daily reporting was inconsistent and untrustworthy.
- Target setting was not definite and so was sales closure reporting. This made calculation of secondary sales figures difficult and flawed.
- The management was not able to keep a tab on expenses.

Solution:

MyBMS eliminates scope of manual errors by automating the entire business process. It stores all the information real-time in the database and stakeholders can access it whenever required, from any place.

- Managers can assign targets in the system, and subsequently an automatic notification is sent to employees.
- Employees can register their attendance through system recognized message format.
- Daily activity data can be logged into the system through mobile phones.
- Geo-location feature enables employees to search nearby retailers.
- Managers can have a closer view of the activities.
- After an employee sends a mobile message the system issues back an acknowledgement receipt.
- Notification is issued in case a salesperson has missed his sales report.
- System computes sales statistics to evaluate primary and secondary sales.
- Real-times sales analysis enable effectual forecasting.

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Benefits:

- Systematic sales cycle
- Methodical work assignment
- Real-time notifications and reminders
- Call monitoring
- Geo-location tracking
- Manage product catalog
- Automated marketing campaigns
- Create more than 200 custom reports
- Manage expenses and other finances
- Compute employee incentives

Title	Description
Industry	FMCG
Region	India
Solution	<ul style="list-style-type: none">• MyBMS Enterprise Edition• SMS Utility App• Distributor Login

About MyBMS:

We are an IT enabled business solutions provider. Our products are best-in-class with intuitive excellence to resolve your business problems within budget and timeline.

Contact Us:

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