

Mobile Sales Solution For Ceramic Industry

CASE STUDY

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Hardware products manufacturer increased their productivity by using MyBMS for their day-to-day operations.



Background:

A vitrified tiles and bathroom fittings manufacturer was unable to align its trade and sales operations which spread over different states. As the sales distribution network was wide i required an accurate mechanism for target allocation and reporting functions.

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Challenges:

- Existing system lacked proper distribution of targets among sales representatives
- Disparate operations made coordination difficult
- Most data was saved in excel sheets
- Excel sheets have limited memory and do not provide consolidated historical data
- Process was disorganized and hence it directly impacted sales forecasting
- There was a huge difference between forecasted and collected funds

Solution:

MyBMS is an integrated business management tool to standardize operations and improve strategic visibility. It is a configurable product to serve varied industries and their functions respectively.

- Application provides proper distribution of sales targets with reminders and notifications.
- Allows employees to share statuses at any time and place.
- Users can view their targets and manage their activities using the dashboard.
- A pop-up window is displayed at the end of every call to save contact details.
- A pop-up window opens after activity to save activity details.
- Users can create and manage contacts from mobile phone.
- Activities and opportunities can be managed from the application.
- Users can also log their expenses and collection details.
- Offline sync feature saves data on the mobile phone and transfers it to server on availability of network.
- System dynamically calculates sale of different products and computes sales progress reports.
- Application provides complete information to evaluate individual employee performance.

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Benefits:

- Improves business insights
- Provides clear sales target distribution
- Facilitates real-time sales report
- Furnishes consolidated customer history
- Connect your mobile phone and monitor call details
- Geographic location mapping enables retailer search
- Allows automated marketing campaign
- Custom reports for various departments
- Customers can access product catalog and even submit orders
- Accurate revenue calculation enhances predictive analysis

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

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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