

Dealer Experience Upliftment through a Self-Serve Dealer App

Building materials companies operate through layered distributor–dealer–retailer networks, supported by exclusive showrooms and brand experience centers. Sales are heavily scheme-driven, SKU portfolios run into thousands with frequent design and size variations, and dealer engagement depends significantly on field sales teams.

Channel success relies on fast demand capture, stock availability, scheme clarity, and responsive service — yet most dealer interactions still run through manual loops. As channel complexity increases, dealer experience has become a direct lever for revenue predictability and wallet share.

Current Dealer Experience Challenges



Limited SKU & Stock Visibility

Dealers place orders without real-time stock signals, leading to unfulfilled demand, substitutions, and credibility loss at the counter.



Opaque Order Fulfillment Status

Order lifecycle visibility (pending, approved, invoiced, fulfilled) is fragmented, forcing repeated follow-ups and manual tracking.



Sales Rep Dependency for Routine Transactions

Dealers rely on field reps for ordering, scheme clarification, balance checks, and issue resolution, slowing demand capture and increasing non-selling workload.



Fragmented Financial & Credit Visibility

Outstanding balances, ageing, credit limits, and invoice references are not easily accessible, affecting reorder decisions and collections discipline.



Scheme, Claims & Breakage Friction

Scheme eligibility, achievement tracking, and damaged-in-transit claims are handled through disconnected processes, emails, and images, delaying resolution.



Manual Support & Ticket Handling

Service issues and showroom display damage reporting depend on calls and messages instead of structured ticket workflows with traceable status.



No Dealer-Level Intelligence Layer

Dealer behavior, ordering trends, secondary sales signals, and conversion patterns are not systematically captured for targeted engagement.

Transform Dealer Experience with a Self-Serve Dealer App

The transformation shifts dealer engagement from a rep-mediated **operating model** to a **platform-assisted and self-serve model**.

Instead of routing every dealer need through a salesperson, routine channel operations — ordering, demand submission, scheme tracking, claims, balance confirmation, and document access — are enabled directly at the dealer level. Sales teams move from transaction handlers to relationship and growth managers. Structured workflows ensure that dealer-initiated demand still flows through approval and commercial controls, but without slowing front-end capture.

The operating change is not “replace the sales rep” — it is to remove friction. Dealers self-serve for operational tasks while sales teams focus on penetration, assortment expansion, and scheme effectiveness.

Capabilities

Unified Dealer Workspace

A single dealer environment for SKU catalog, running products, price lists, inventory visibility, invoices, , and documents, reducing fragmented information access.

Impact: Lower information friction, faster decisions

Guided Ordering & Demand Capture

Dealers create demand and sample orders directly with SKU-level detail, stock-aware selection, and structured workflows that route requests to the responsible salesperson for controlled submission.

Impact: Faster order cycles, reduced sales rep dependency

End-to-End Order Lifecycle Visibility

SKU-wise order tracking across pending, approved, invoiced, and fulfilled stages with plant, vertical, and size filters, improving fulfillment predictability and dealer planning.

Impact: Higher dealer trust, fewer escalations

Scheme & Payout Transparency

Scheme notifications, scheme achievement dashboards, payout tracking—replacing informal Salesperson dependent processes.

Impact: Improved scheme ROI visibility, cleaner audit trail

Financial & Credit Visibility

Real-time outstanding ageing, balance confirmation, credit position, Insurance claims status, account statements, and invoice access, enabling informed reorder and payment decisions.

Impact: Better collections and credit control

Dealer Service & Secondary Demand Capture

Structured ticketing for service issues plus capture of secondary leads from showroom walk-ins, influencers, and digital sources with assisted conversion tracking.

Impact: Faster resolution, Higher secondary sales conversion

AI for Next-Gen Dealer Management

With structured dealer transaction and behaviour data in place, an intelligence layer can be activated:

- ✓ Predictive dealer scoring based on order trends and payment behaviour
- ✓ Trigger-based nudges for reorder gaps and scheme thresholds
- ✓ Smart reorder alerts based on SKU velocity
- ✓ Scheme effectiveness analytics by dealer segment
- ✓ AI-assisted dealer engagement recommendations for sales teams

This evolves dealer management from reactive servicing to data-led channel steering and increases dealer wallet share and SKU penetration.

Take the First Step

Alletec is a Microsoft AI Business Solutions partner that brings deep, industry-tested experience in transforming dealer and channel ecosystems for building materials companies. With proven capabilities across dealer platforms, sales force automation, showroom management, and core process modernization, Alletec helps organizations move from fragmented channel operations to connected, intelligence-led dealer ecosystems.

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