

“Empowering Asia’s leading paint manufacturer & distributor to improve sales efficiency and customer care”

## Customer Highlights

- India’s leading and Asia’s fourth largest paint company
- Operates in 16 countries and have 25 paint manufacturing facilities in the world
- Serves consumers in over 65 countries
- Undertakes large scale projects to provide complete painting, coating and water proofing solutions to cater to various industries –
- Have a strong partner network across the globe

*“Alletec team understood customer’s problems and demonstrated the capabilities of Microsoft Dynamics 365. Alletec implemented an integrated and connected ERP solution using Microsoft Dynamics solution stack”*

## Executive Summary

Asian Paints (‘AP’) was looking for a partner to implement Microsoft Dynamics 365 CRM fully integrated with the backend ERP systems to be used by 500+ users from Project Sales, Retail Sales, Customer Service & Back office teams spread across 14 countries.

‘AP’ was facing challenges in providing timely responses to increasing customer queries. Lack of accurate information was hampering productivity of customer support agents. ‘AP’ needed a platform to improve employee’s productivity and deliver exceptional customer experience in the market.

# The Challenges

- Unable to capture customer issues, no visibility into their ongoing and historical issues
- Lack of a unified platform to tap leads from multiple sources, manage opportunities & capture associated activities throughout the sales lifecycle
- Difficulty managing diverse stakeholder relationships consultants, contractors, dealers and customers etc.
- Lot of manual intervention in following up, collaborating with internal teams and with customers, leading to customer dissatisfaction
- Lack of timely and accurate information hampered the visibility & slowed decision making
- Lack of mobility was hampering productivity

Unified  
Ecosystem

Enhanced  
Customer  
Satisfaction

Actionable  
Intelligence

Improved  
Productivity

# The Solution

- Alletec provided a unified solution on D365 CRM fully integrated with the backend ERP systems spread across 14 locations across the globe
- Routing rules for automatically routing cases to the relevant teams based on nature of the issue
- Solution was mobile enabled with geotagging, dashboards and processes for all stakeholders
- Real time integration with ERP for seamless flow of information across the ecosystem
- Well defined escalation & SLA management
- Automatic trigger based e-mail alerts and notifications to leads/supervisors across the sales & service lifecycle
- Reports, dashboards to provide better visibility to all stakeholders

# The Benefits

- Higher customer satisfaction, as issues were being resolved in timely manner and customers were able to track the status.
- Enabled sales team to focus on the right dealers while planning visits to ensure coverage, maximize revenue
- Provide approvals on the go to accelerate sales & service cycles – approvals for new partners, extending project completion timelines, revising project potential & pricing discounts
- Get actionable intelligence through dashboards / reports for better decision making
- Saved time on doing follow ups with customers
- Improved visibility & better monitoring across the ecosystem through anywhere anytime access to critical information on mobile

*"We are extremely happy; despite all possible complexities... Alletec took the first implementation live in flat 3 months, 10 days. This seems to be like a dream come true."*

Head - Strategic Planning and IT



BUSINESS APPLICATIONS FOR DIGITAL TRANSFORMATION

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