



Industrial Components Distributor Automates Sales Force and Tightens Lead Management through CRM Solution

Highlights

A reputed market leader in high-service distribution of Industrial products – the company is known in the market for fulfilling small volume needs for a wide range of electrical, electronic, mechanical, test & measurement and automation products for various businesses around the world. Its products are used by Research & Development, Maintenance and Prototype development engineers in multiple domains across industries.

Global operations spanning across 32 nations, it distributes over 3,50,000 electronic, electrical and industrial products from over 2000 top brands of the world.

Indian subcontinent contributing a significant share towards its global revenue is one of the high focus markets for this company, where it owns 4 regional offices & 18 branch offices in different cities. However, the centralization of warehousing at UK with no storage facility existing in India posed a challenge towards sustaining its high quality service model despite its unrivalled product range and unsurpassed freight facility. Absence of structured monitoring mechanisms & common interface was making it nearly impossible for the management to make informed decisions. The need for a robust & seamless CRM solution was deeply felt by the business.

After a careful assessment of a number of CRM solutions & vendors, the company selected Microsoft Dynamics CRM as the solution & Alletec as its implementation partner. It expected to automate its sales force besides streamlining enquiry processing & order fulfillment procedures through CRM implementation.

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| Product Lines | <ul style="list-style-type: none"> ▪ Automation ▪ Cables & Connectors ▪ Electrical ▪ Electronic ▪ Information Technology ▪ Health & Safety ▪ Mechanical products and tools ▪ Office equipment ▪ Power supplies ▪ Semi-conductors ▪ Test & Measurement ▪ Books |
| National Presence | 4 Regional Offices;18 branches |
| Major Markets | <ul style="list-style-type: none"> ▪ Indian Subcontinent ▪ East Asia ▪ Middle East ▪ South East Asia |
| Central Warehouse | UK; 17 worldwide |
| Suppliers | 2000 |
| Customers | 1.8 million |

Business Situation

Pan-India operations & tremendous business potential generated the need for a common communication platform for sales team. Lack of effective information sharing between departments was leading to poor coordination - resulting in operational inefficiencies:

- Incoming queries to CEP (Central Enquiry Processing) were segmented and allocated to the concerned department. Delays in resolution were leading to accumulation of a large number of pending enquiries which were difficult to track. This further led to prolonged enquiry to quote & quote to order cycles.
- Inadequate top-down visibility into sales activity & unstructured quote creation & approval procedures prevented accurate win-loss analysis and led to uninformed decision making.
- Insufficient proactive and informed customer engagement efforts led to missing cross sell & up sell opportunities.

Alletec Business Solution

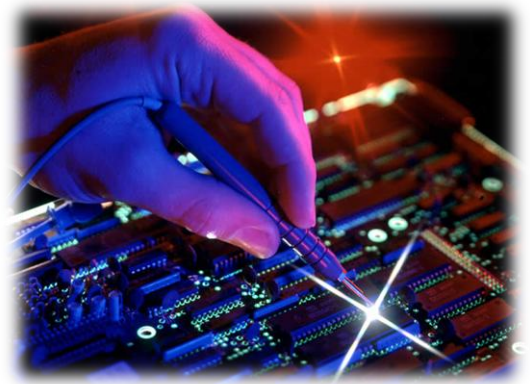
The company needed a 360° view of customers through integration of a CRM system with Dynamics NAV. The NAV version implemented not having out-of-box integration with Dynamics CRM, the implementation of Dynamics CRM required several major customizations. Alletec, a specialist in customizing Dynamics ERP and CRM solutions adopted the following approach:

- Implemented Prospect Management, Lead Management, Opportunity Classification and Management, Contact Management, De-duplication modules.
- CEP department, Sales team and New Business Team were integrated through CRM.
- Dynamics CRM and NAV v 4 connector was custom developed.
- Custom workflows were designed to trigger event based alerts via email/SMS – thus automating the Technical enquiry processing.

Benefits

- Centralized data sharing platform enabled effective daily sales planning & call planning thus enhancing cross-sell & up-sell opportunities.
- CRM-NAV integration eased cross-functional information flow & eliminated any replication of tasks.
- Real-time visibility of the sales pipeline ensured informed decision making.
- Activity timer reduced the response time as enquiries pending beyond a certain time triggered escalation mails to the manager.
- Dashboards provided detailed visibility into Department wise & Contact wise Opportunities Won or Lost.
- Automatic phone calls scheduled for open opportunities reduced the enquiry closure cycle.

For more information on Dynamics CRM, get in touch with us info@alletec.com



Results

- Better opportunity pipeline monitoring & sales forecast.
- Increased productivity levels of sales force & increased Lead to Customer conversion rate.
- Shortened Enquiry to Quote cycle & Quote to Order cycle.
- Accurate determination of Product wise sales & Product category wise net margin.

Gold

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