

Case Study: Increase sales team productivity by decreased pain of SFA data entry

Customer Profile: Edusports is India's first private Initiative that renders Integrated Sports Management Services to Schools. Edusports works with Schools all over the country helping them fulfill the dreams of millions of school going children for High Quality, Holistic Education. Over the last 5 years, EduSports' pioneering "Physical Education and Sports Management Platform", SOAR™, has been designed by a distinguished Advisory Panel comprising leading Sports personalities, psychologists, educationists and professionals specifically for K-12 schools and colleges.

Challenge: The Edusports sales team was growing rapidly with sales people spread across India. Edusports management wanted to implement a simple Sales Force Automation (SFA) solution that would let sales people keep track of all the potential deals that they were chasing. They also wanted to be able to track the deals and activities across the country, wherever they were. To ensure quick adoption and steady usage of the SFA, Edusports wanted an SFA solution which empowered the front-line sales reps with a hassle-free, easy-to use software which rewards them with a productive workday.

Solution: PK4 Software configured Impel CRM to remove all extraneous tabs and screens that were not necessary for the Edusports sales team. The Impel CRM Opportunity page was customized to become an "All-in-One" SFA page for Edusports. This Single Page allowed the Edusports sales team to capture data specific to their business. The sales reps were able to track details of accounts, contacts, opportunities and also related activities in a single page. This minimized the number of clicks and scrolls across the system to perform their tasks and most importantly lessened the psychological burden of training, learning and adopting a new technology.

Business Impact:

- With Impel's Custom Fields feature, Edusports was able to get the exact fields that they required to rack their deals into the system with just simple configuration
- The "All-in-One" SFA page ensured that all the details of schools, principals and other influencers was captured easily and seamlessly, ensuring quick and fast adoption of the system
- Edusports management now has a good track of the opportunities that are being chased across the country and managers are able to help the sales team with specific opportunities, increasing sales and closure rates

Customer Speak:

"Impel integrates the different steps in the sales automation process really well. It allows exceptions to be made easily and the new interface makes customization super easy. With the specific customization provided by a super-responsive support team, navigating IMPEL became a lot easier and the power of the software is evident. Now our sales people need to use just this one single screen for all their needs. My folks here love it." - Venkat Mandalam, Marketing Manager, Edusports.