



National - level sales reporting via SMS

Overview

Location: Bangalore, Karnataka
Country: India
Industry: Sanitaryware

Customer Profile

Hindware' brand which has been recognised as a Super brand consecutively for four years possess the largest distribution network in India's building products industry. HSIL, under the brand name of Hindware, is rated amongst the best 100 small and medium sized companies in the world by the Forbes magazine.

Business Situation

Hindware wanted to expand its market share by increasing field sales across various regions. They needed a solution that would keep track of the statistics of their products and opportunities and empower their on-field sales personnel.

Solution

Impel CRM was specially configured to help Hindware collect field sales data on a daily basis. A SMS enabled module was developed that helped that sales force gather stats from the dealers. PK4 also put together Adhoc reports for Hindware to plan their manufacturing cycle more efficiently.

It was the year 1960 when Mr.Rajendra K.Somany established Hindustan Twyfords, in collaboration with Twyfords Ltd. of UK. Hindustan Twyfords was the first in the country to make available vitreous china ceramics, offering significant improvement from the prevalent earthenware sanitary products. HSIL bought over another sanitaryware manufacturing in South India, and recently commenced operations of their second container glass facility in Bhogir, A.P. Today HSIL stands tall with strong market leadership in the building products market, and a dominant player in the container glass segment.

HSIL Ltd. is the premier sanitaryware brand and commands more than 40% of the sanitaryware market in India. HSIL, under the brand name of Hindware, offers a set of products within the Building Products category space including Taps & Fittings, Kitchen Appliances (chimneys, hoods), Bathroom Wellness Products (bathtubs, massage tubs, shower panels) and Ceramic Tiles. HSIL is celebrating its 50th anniversary this year. Hindware has 40 million satisfied customers and has been recognized as a "Superbrand" for the last 4 years consecutively.

Benefits

- Increased field sales
- Improved data collection from the field
- Deeper insight into competitor sales information
- Improved HR efficiency
- Tremendous business value created through SMS enablement and Adhoc reports

Solution details

- Stock liquidation details received via a simple formatted SMS with specific keywords
- Upto date product information compiled with the inbound SMSes
- Generation of requirement specific reports delivered directly into the user's mailbox

Challenge

Hindware sells predominantly through an extensive network of dealers and distributors across the country. The Hindware sales team is primarily focused on meeting dealers across the country and pushing their various products through the dealers. The on-field sales team did not have access to any formal system for real-time tracking statistics of their products and opportunities with dealers and distributors.

There was a need to empower the Field Sales Force through a simple, easy solution that would allow sales people to track stats for various categories & ranges of Hindware products. Most importantly for strategic business planning, Hindware wanted to be able to have a real-time perspective picture of sales activity across the country. This would enable Hindware management to track stats across dealers and help them plan manufacturing for the near term. Hindware also required visibility within the secondary sales - sub-dealers & retailers, for closer connect with the end-customer. Another equally important element was better control and visibility on the daily activity of the on-ground sales team.

Solution

PK4's solution to empower the field sales team was the World's first SMS-enabled CRM. At the end of each day, the sales person sends in a simple formatted SMS with specific keywords detailing the stocks of various Hindware products sold in the specific city /town that he is in. The SMS gets directly into Impel updating sales information for each product and category. Using Impel's Ad-hoc Reporting Engine, Hindware and PK4 designed specific report formats for Hindware's management team to review the day-to-day sales information from the field. PK4 implemented an End-of-Day Alert Mechanism that runs the specific Reports for Hindware and automatically e-mails it to the specified Hindware users.

Impel's Ad-hoc Reporting Engine allows Hindware analysts and managers to modify and add new reports quickly and easily on their own. With a variety of report formats and charting mechanisms, the Ad-hoc Reporting Engine has allowed Hindware to get exactly the information that they need from

Impel. It's simple and intuitive drag-and-drop interface has meant that Hindware users are able to generate new reports with very little training. By aiding Hindware Management to make informed, intelligent real-time business decisions, the strategic and tactical value of Ad hoc Reports to Hindware Management Team is tremendous.

Business Impact

- Hindware now has access to secondary sales data from the field on a daily basis, Previously it used to take Hindware more than a week to collate data from the field into various regions and then up to a national level
- Hindware sales management now has a direct visibility into the working of each sales-person
- Regional sales managers get real-time reports both of sales person activities and secondary sales at the sub-dealer level
- Impel delivers actionable insights to the Management team at the speed of business by an interactive analytical tool that lets them gain deep insight into business
- Increased field sales across regions as it creates internal competition enabling business expansion and growth
- The simple SMS enabled interface empowers field sales force to collect stats from dealers and also gives a good idea of competitor sales information in an integrated system, Impel
- Hindware had adapted the daily SMS mechanism from field salespeople to also become a de-facto attendance mechanism, thereby allowing HR to keep track of salespeople's attendance and leave
- Most importantly, the Ad hoc reports help Hindware to strategically plan their next manufacturing cycle to meet consumer needs.

The future

The SMS enabled module used by Hindware can be upgraded by combining it with the Impel Touch offering, to further enhance field sales and efficiency.

About PK4

PK4 Software is the market leader in on-demand CRM solutions for India. Our flagship CRM product - Impel CRM - helps companies put their customers at the center of their business. Impel CRM enables sales executives to spend more time with customers and less on administrative work. Impel CRM helps companies

increase revenues and maximize profits by increasing sales productivity, marketing efficiency and service operations. The web based CRM is used by sales, marketing and customer service teams across a variety of industries ranging from SMBs to large enterprises.

Available on the Web, on mobile devices, via SMS and on Android tablets, Impel CRM provides field forces with the largest possible accessibility options.

For more information, please visit our website at www.impelcrm.in. You can also call us at +91-80-3008-2000 or e-mail us at sales@impelcrm.in.