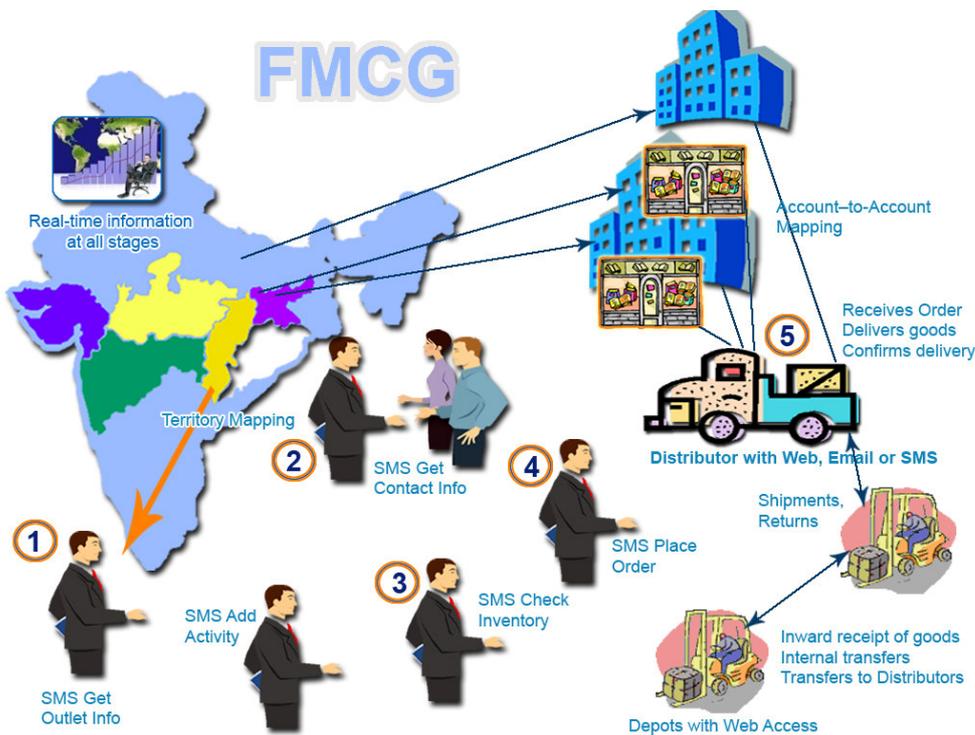# Impel CRM - Streamlining FMCG Operations

The booming retail business in India means that FMCG companies need to have an understanding of customer needs and preferences and target the right product to the right customer segment. But the complexity of the business in India, involving multiple players in remote locations, means an effective system needs to be comprehensive but simple to use. Customer Relationship Management (CRM) is a strategy that puts the customer at the center of FMCG business operations, as long as it fits into the unique models that FNCG companies in India use.

With Impel CRM's integrated inventory management and SMS-based ordering, you can improve the efficiency of your FMCG/retail operations tremendously. You not only reduce costs by immediate, cheap order entry, you increase customer satisfaction by fulfilling orders accurately and fast. With Impel on your side, you can easily position your company as the brand leader with your retail customers.

As one of India's leading software product companies, we at PK4 Software Technologies are proud to bring you a pioneering CRM solution built specially for FMCG Operations. **Impel FMCG** is uniquely tailored to industry best practices, helping FMCG companies gain tangible, quantifiable results that increase customer loyalty and improve operational effectiveness.

Call us **NOW** and see how you can improve your operational efficiency.

simply effective

Challenges

FMCG customer operations involves multiple players – depots, C&F agents, distributors and retailers

Solution must cover not just sales-related but operational functions also, to ensure delivery and collections

Any usable system has to cost-effective and equally accessible in remote areas

Difficult for salespeople to carry fancy handheld devices or high-end mobile phones

Benefits

Get retail orders into the system quickly for a much better control on production planning

Much better control over the entire chain including sales force, distributors, C&F agents and retailers

Get real-time information from the retailers for better product management

Plan and control sales reps and delivery people's visits taking into account route logistics and partner categories

Track and analyze sales by territory and regions

Deliver a great customer experience via quick inventory checks and order status via SMS and mobile

Our OnDemand model means that you focus on your business, while we take care of all the infrastructure, software

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