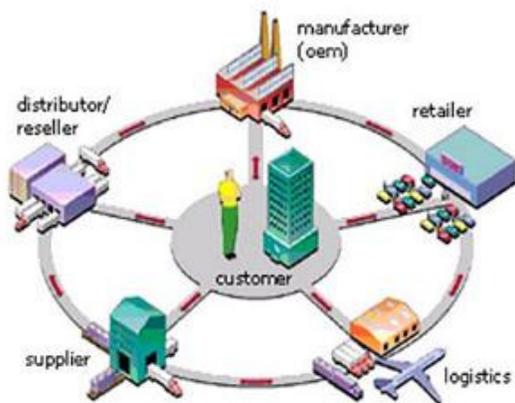


## Impel CRM Solution Brief



“How many <whatevers> did we sell in the South yesterday?”

“Was my salesperson in <wherever> on the field yesterday?”

“Salespeople use inexpensive phones - can we get them today’s shipment status via SMS?”

“How has <whatever> sales in <wherever> city moved this month?”

“What’s the current status of this dealer’s order in our Production process?”

“Winter’s coming - do dealers have enough <whatevers> to cover increased demand?”

“<whatever> sales have slowed - are dealers getting special competitor deals?”

“Distributor wants extra <whatevers> - are there enough in the <wherever> depot?”

Can you answer these questions today? With real-time, regularly updated data? Without tearing your hair out?

Now you can, with Impel Field Reporting. Without spending a fortune on it.

## Field Reporting

**Get the pulse of business across the country with detailed and summary Secondary and Tertiary data – all via SMS.**

Multi-tier channel marketing involves multiple sales intermediaries. While this model is great for business, “monitoring sales” becomes a huge challenge. The more the number of tiers in your channel, the less visibility you have into the sales channel. This is the reason why it is so critical to track secondary and tertiary sales.

Welcome to the worlds simplest, most reliable, cost-effective Secondary / Tertiary Sales and Inventory Tracking System. A simple SMS from the field combined with Impel CRM’s powerful Ad-hoc Reporting Engine brings you up-to-date secondary and tertiary sales information.

Impel’s Field Reporting module is an Enterprise-class application for secondary sales data capture and reporting. It brings visibility into the channel through a simple SMS-based field data collection model. And it helps senior management make the right tactical decisions.

In today's growing but competitive market scenario, it is imperative for manufacturers and brand owners to have a complete visibility into sales and inventory information in the field. Secondary / Tertiary sales from the retailer are the true measure of demand in the marketplace. Unfortunately, most manufacturers do not have access to any information beyond the distributor level where the primary sale happens. Collecting and reporting on sales and inventory information at the distributor, dealer, stockist and retail levels is critical for manufacturers to understand the true picture in the field.

Impel CRM's Field Reporting module gives you a simple and unique method to track sales and inventory throughout your distribution channel. Your existing field sales force helps you collect valuable information from the field. They use a simple pre-formatted SMS to give you fast and easy access to just the information that you need.

## **Benefits of Field Reporting**

Impel's Field Reporting module brings you some tremendous advantages:

- End-to-end visibility of sales and inventory across the channel including primary, secondary and tertiary channel levels
- Access to real-time field sales and inventory data, summarized and detailed
- Dealer performance assessment based on actual secondary sales data
- SMS access to Order and inventory from ERP systems via Impel down to field personnel
- Mapping of sales orders against field sales to identify under-booking, stuffing, etc.
- Competitor offers, sales and inventory tracking at every point in the channel.

## **Track sales and inventory through the complete distribution channel**

Impel CRM gives you cutting edge capabilities to manage your complete channel sales and inventory from distributor down to the retail level. Whether your field sales force reports the data or you pick up data directly from the channel, all data comes into one centralized system.

### **Simple, affordable data collection**

Impel's Field Reporting module collects field-level information through a simple SMS format.

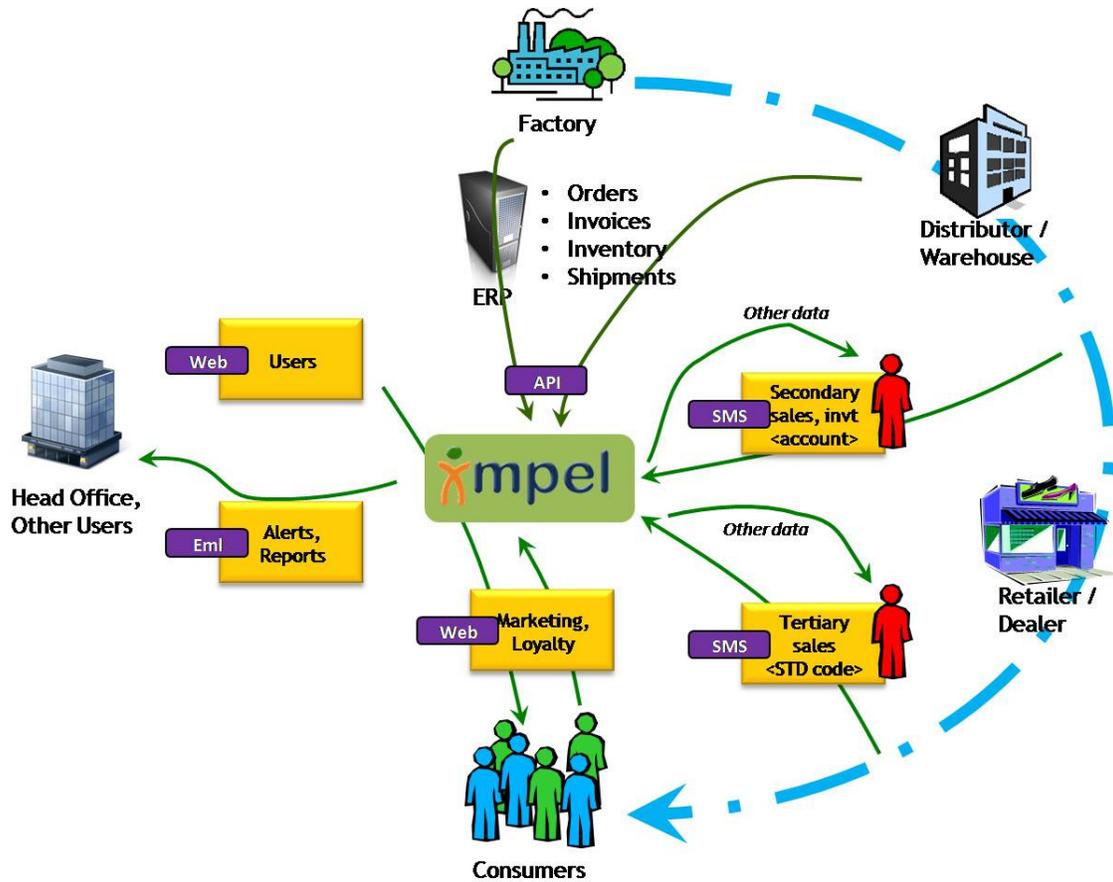
- No expensive phones, laptops, data connections
- Simple SMS format that your sales force is already familiar with
- Not tied to any specific telecom provider. Our SMS gateway receives and passes SMSs from any provider
- A simple SMS reminder to ensure timely reporting from the field.

### **Smart Reporting**

- Our exhaustive Ad-hoc Reporting Engine enables you to create just the reports that you need – summaries or details - sent at the frequency that you choose
- By getting specific data from your ERP system into Impel, you can now report on the combined data for better tactical analysis
- Our Automated Alert mechanism ensures that the correct reports reach your management team at the frequency that they require it.

The biggest advantage of Impel CRM's Field Reporting module is that you can collect information from every point in your distribution channel into a single centralized repository. Salespeople can report dealer-level secondary

Imagine the power that your salesperson has when he walks into a dealer / distributor meeting with all the details of outstanding amounts, shipments, order status and inventory at his fingertips. Today, it may be impossible



sales, region-level tertiary sales, dealer-specific inventory, even competitive information – all via SMS. All that data can be collated in that one single repository by people in your various offices, using the simple, point-and-click reporting tools that Impel includes. You can then give access to the specific data within Impel to the specific people that need it. Add to this any ERP-side data that you may want to integrate and this goes from a great solution to a must-have, terrific solution.

for your sales team to access data from the ERP system. But with our simple ERP integration into Impel, you can give your sales team access to whatever data you think they need. Use our powerful Ad-hoc Reporting Engine to create summary / detail reports tailored exactly the way you need them, without needing a programming degree. And our Automated E-mail Alert system will ensure that these reports can be forwarded to the people that need them, at the frequencies that they want them in.

## Why Impel CRM?

Impel CRM's Field Reporting mechanism is specifically designed for Channel visibility. The difference with Impel comes through in our objectives, approach and success metrics.

- **Access on any channel.** Whether you need SMS, mobile, E-mail, Call Center, Voice-over-IP, Internet access, we provide it all. In one integrated system.
- **Cost-effective Subscription with Affordable Customization.** Typical CRM deployments have a 30:70 ratio between license and customization. Our approach is that we "fit your business" at an "affordable price". To that end, we bring not just amazing functionality, but underlying technology that builds well and saves money.
- **You work with the Principal.** With large CRM providers, partners end up implementing and customizing the CRM for you. With Impel you get the Principal taking primary responsibility, allowing you to deal with only one vendor, with no finger-pointing.
- **The power of the Platform.** Our speed and effectiveness of customization is unparalleled. Our underlying development Platform-as-a-Service (PaaS) enables us to quickly and efficiently customize Impel and to integrate with your other systems.

At Impel CRM, we are large enough to be effective, but small enough to be accessible. If you have a problem, you can talk directly to senior management, without the usual run-around! We are a young, agile player that's hungry for your business. And we believe that the way to gain business is to provide overwhelming value in our product. So talk to us today about how we can be of service.

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## Contact Us



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PK4 is a leading Software-as-a-Service (SaaS) CRM provider. PK4's Impel CRM helps companies put their customers at the center of their business. We enable Customer Relationship Management across sales, service and marketing functions. We empower our users to effectively and accurately communicate with their customers across multiple communication channels. We provide the flexibility of customized CRM with the ease-of-use of a SaaS solution.