

**Off The Main Road – An Impel CRM
Initiative**



A special initiative for companies selling products in Rural India.



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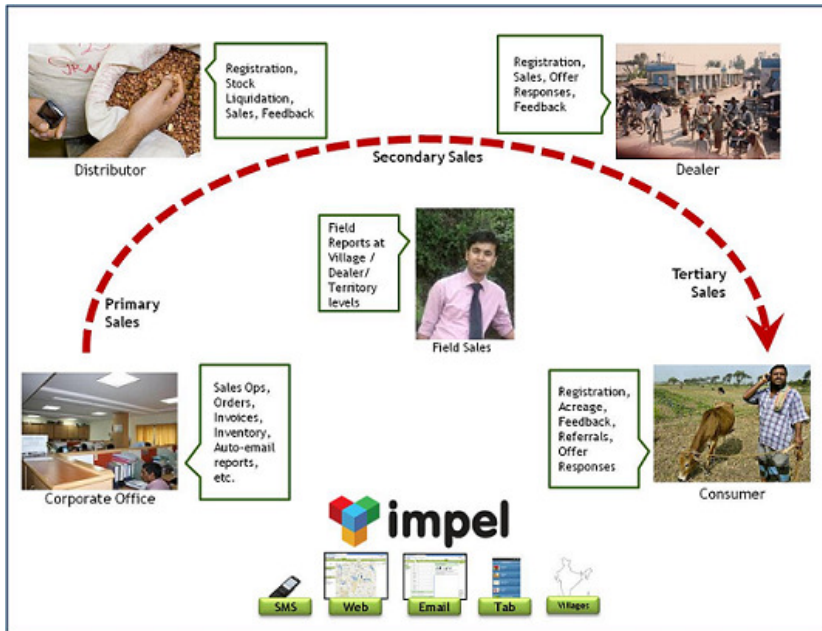
Off the Main Road

As a rural products company, the Kharif and Rabi crop seasons are critical times for you. The bulk of your sales turnover happens during these seasons. We understand how critical these seasons are for you. With Impel CRM's "Off the Main Road" initiative, we bring you some critical functions to track consumers, dealers/retailers and distributors/channel partners.

The highlights of "Off the Main Road" initiative include:

- Functions
 - Sign up Channel Partners/Distributors, Dealers/Retailers, Consumers automatically, via SMS
 - Track stock movement across Territories and at specific Partner locations, via SMS
 - Track collections by salespeople, via SMS
 - Report across all these functions, integrating all data, on the Web
 - Summary and Detailed Reports at end-of-day, emailed automatically
- All 6 lakh villages in India available and coded, so report data is automatically "mapped"
- Admin load on Impel customer is limited, since all sign-up, etc. is automatic
- SMS responses from Impel are Transactional and in line with TRAI regulations, so participants are informed in a timely manner
- Data can be accessed and expanded via Web-based call-center/other functions, Tablet-based field functions, etc.

Specific Functions



- For Salesperson
 - Start, End
- Group Meetings
 - Add Dealer
 - Add Customer
 - Report Sales - by Territory, by Dealer, by Village, by Product
- For Distributor
 - Register
 - Report Sales
 - Report Stock
- Liquidation
 - Provide
- Feedback
 - For Dealer
 - Register
 - Report Sales
 - Report Stock
- Liquidation
 - Provide

Feedback

- For Consumer
 - Register as Consumer, including Salesperson details, Village/Location Code

- Register as Product Champion
- Record attendance at Group Meeting
- Refer other prospective Consumers
- Provide Feedback.
- For Web User
 - Reports - Summary, Detailed, Ad hoc
 - Edit Data, Expand Distributor/Dealer/Consumer profile
 - Map Distributors / Dealers / Consumers /Salespeople geographically
 - Other Impel CRM functions
- For Tablet User
 - Report geographical location periodically
 - Edit Data, Expand Distributor/Dealer/Consumer profile
 - Other Impel CRM functions.



Call us today on +91-80-3008-0000 and see how our “Off the Main Road” initiative can help you improve your field operations dramatically.
