



Saraswati Dynamics Pvt. Ltd.

Total activity tracking and email integration makes our customer super efficient

Overview

Location: Roorkee, Uttarakhand
Country: India
Industry: Vibration test systems

Customer Profile

Saraswati Dynamics is a global player providing complete vibration testing solutions. With specialization of more than 20 years in design, development, manufacturing and servicing of vibration test systems, they have raised their product reliability and applicability to meet international quality and norms.

Business Situation

Saraswati Dynamics, due to their long sales cycle, needed to capture, track and manage customer interactions and communications over a long span of time. They needed a formal yet a simple and a quick solution to keep their sales related data up-to-date.

Solution

PK4 customized Impel CRM's Sales Force Automation (SFA) module to effectively track business opportunities through their long sales cycle by a simple and direct synchronization of activities and emails. With this, the sales representatives could send and track relevant email messages to each contact and sales opportunity.

Saraswati Dynamics was started as a small engineering company 3 decades back with a belief of upgrading technology & product through innovation and continuous learning. It soon took the challenge of developing & manufacturing Electrodynamic Vibration test systems for emerging needs of vibration testing in the Asian-sub continent. As the journey gathered momentum, they inducted multi disciplinary engineering talent, utilized frontier technology and materials to offer high performance system which inscribed a mark of reliability.

Saraswati Dynamics is a global player offering a wide range of electrodynamic test systems. Saraswati Dynamics are pioneers in manufacturing electrodynamic simulation chambers with specialization in design, development, manufacturing and also servicing. Each product from Saraswati Dynamics was a first exemplifying topmost quality and performance.

The cream of defence, engineering and automotive companies are customers of Saraswati Dynamics. Their customers include the Ministry of Defence, Bharat Electronics, Department of Atomic Energy, GE, LG, Tyco, Tata Motors, Denso, Visteon and Johnson Controls amongst others. Having established its credentials with multinational giants and bluechip companies in Asia, Saraswati now opens its door to the rest of the world with its strong value-for money brand.

Challenge

Saraswati Dynamics sells to wide range of Government segments like aerospace and defense and also to manufacturing and automotive companies. The sales cycle tends to be very long since the products are conceptualized, designed and developed specifically for major customers. Because of the complicated design and development process, there is a huge amount of interaction with multiple key contacts at the customer. Multiple sales and engineering staff at Saraswati Dynamics are involved in each of these deals. Design documents, system proposals, customer interactions and communications move back and forth over E-mail.

Saraswati Dynamics had a major need to capture, track and manage customer interactions and communications over a long span of time. This also includes large number of documents and files which needs to be managed against organization and people. Saraswati Dynamics needed a formal but a simpler and a quicker solution to keep their sales related data up-to-date with the latest E-mail interactions and sales activities like telephonic conversations, meetings etc. As their business model requires work through lengthy sales cycle with potentially different contacts at different levels, tracking activities for these contacts was also a major challenge.

Solution

PK4 customized Impel CRM's Sales Force Automation (SFA) module to handle Saraswati Dynamics' specific requirements. Impel solution gave Saraswati Dynamics the ability to effectively track business opportunities through their long sales cycle by a simple and direct synchronization of activities and emails. This associated the customer's email interactions with the activity data in the CRM and dramatically improved their sales productivity and organization-wide visibility. With the powerful combination of Impel CRM's industry-leading SFA solution and E-mail integration mechanism, the sales representatives could send and track relevant email messages to each contact and sales opportunity. This empowered the sales team to drive prospect and customer engagement through a seamless integration, all in real-time.

Business Impact

- The ability to compose, read and log an email is all centralized right inside Impel as an activity. This has enabled the sales representatives to link all email correspondence with CRM data and share this information with all related people, both within Saraswathi Dynamics and at the customer organization
- The two way synchronization of email, activity and contacts has widened the organization visibility with a 360 degree view of opportunity across departments and contacts
- With the seamless email and activity integration, end users no longer have to switch between applications. This has eliminated the data entry process and has increased the overall productivity of the sales team
- Provides ability to centralize all customer information and email correspondence inside Impel
- Living with the longer sales cycle is no longer a burden for Sarawathi Dynamics with all their sales related data in a centralized repository - Impel

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.

The future

The email and activity synchronization used by sdyn can be upgraded by combining it with Impel Touch offering, to further enhance communications and customer engagement.