Enabling super-fast growth with extensive Lead and Activity Tracking via SMS

Overview

Location: Gurgaon, India
Industry: Housing finance

Customer Profile
Shubham provides home improvement and home loans to low income individuals and families in urban and semi-urban India.

Business Situation
Shubham is growing very fast in Northern, Western and Central India. Multiple new branches are being opened every month and new sales people are being added at a fast pace. Shubham was facing difficulties keeping track of the Leads that were being handled by the sales people. They needed a system that was simple and cost-effective.

Solution
Impel was configured and rolled out to the sales people to be used via SMS. Sales people could add details of the leads that they were chasing, meetings scheduled, document collection all via SMS. Managers at branches had up-to-date information on leads, stages and meetings.

Benefits
- Cost-effective SMS based LMS was rolled out quickly to sales people
- Fast onboarding of new sales people, since training
- All leads documented in system immediately
- Shubham management has full understanding of the business being generated branchwise and by sales personwise
- Reminders and alerts to sales people for more efficient operation.

Shubham's vision is "To enable every earning individual in India to own a home". Shubham focuses on customers who face challenges accessing finance from mainstream lenders due to the informal nature of their income. Shubham focuses a portion of its operations on the home-improvement loan category. As of March 2014, Shubham operates in 49 cities in 10 states in Northern, Central and Western India.

Typically, low income clients have been excluded from the home loan market because of a lack of formal income, savings history, credit history and documentation. Shubham's customers include bus drivers, paan shop owners, tailors, fruit and vegetable vendors and fuel station attendants amongst others.

Over the last two years, Shubham has seen aggressive growth and has focused on opening branches in urban and semi-urban low income communities with high stability (stable base of residents for multiple years) and high degree of entrepreneurship.

Challenge

Shubham was growing rapidly across multiple states and cities. New sales people called Regional Officers (ROs) were being brought on every day. In the branches,

- The ROs had no easy way of keeping track of the leads that they had already spoken to.
- The branch managers and Shubham management could not keep track of the quantum of leads being generated at the branch level.
- A large number of documentation had to collected from the leads and validated at the branch before lead conversion. Shubham branch-level users had no operational system to keep track of what documentation had been collected and whether they were valid documents.
- Shubham was unable to track if all leads generated were being followed up or if they were falling through the cracks.
- Shubham had defined a simple stage-based process of lead movement through various stages. But they had no way of keeping track if leads got stuck at a specific stage.
- With fast growth, keeping tracks across multiple branches was becoming a huge challenge.
- Shubham wanted to begin with a system that had the following Record and track all the leads being generated by the ROs using a very simple mechanism, since the ROs did not carry computers or smartphones.
- Allow ROs and brach users to communicate easily about documents and stage changes on specific leads, documentation requests.
- Empower ROs with reminders and alerts so that no meetings fell through.
- Enable Shubham management to get a clear picture of the Lead Management process and the time involved in moving a lead through the various stages.
- Enable Shubham management to have an overall view of leads and business being generated across the branches and sales people.

Solution

PK4 configured its flagship product, Impel, to empower the field operations of Shubham. The Lead Management System (LMS) was designed to be completely SMS based. The ROs could:

- Add Leads with full details of person, mobile phone, loan type, age, etc via SMS
- Add dates and times for meetings with leads
- Change the stage of a Lead based on documents collected
- Get daily and time-based reminders of meetings with leads

With the integrated CRM system, all lead and meeting data gets into the cloud-based Impel system instantaneously. Data Entry Operators in the branch offices are able to track the leads, check the documentation collected for each of the leads. They can send the lead back to the RO for document review or Convert the lead for Loan Approval. The DEOs have a comprehensive list of documents that needs to be collected for quick approval of leads.

Impel implemented an Audit mechanism that enabled Shubham to keep track of how long each lead stayed in a specific stage.

Impel's Adhoc and Custom Reporting functions were used extensively to give Shubham branch level and management users, specific reports and dashboards that they required to keep track of the business.

With Impel's End of day alert mechanism, managers have the required reports delivered to their mailboxes automatically at the frequency that they require.

Shubham management is now able to get a complete picture of lead generation, tracking and conversion at a branch and company level.

Business Impact

- Fast, easy roll out of system as new ROs comes on board
- Minimal training requirement since ROs already familiar with SMS
- Complete tracking of leads generated in every branch by each RO
- Shubham managers now have a very good idea of leads generated and converted on a daily, weekly basis
- Shubham managers have a much better understanding of lead flow and conversions
- The number of leads coming through to final conversion has increased substantially.

About PK4

PK4 Software is the market leader in on-demand CRM solutions for India. Our flagship product - Impel - helps companies put their customers at the center of their business. Impel is a comprehensive Cloud+Mobile solution that helps businesses manage everything from lead generation through sales automation, order processing, inventory, collections and customer support, all in one integrated, scalable platform. Integrations, workflows and a complete, offline mobile app make sure Impel is available where you want it, when you want it.

Available on the Web, on mobile devices, via SMS and on Android tablets, Impel 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 +91-96118-10000 or e-mail us at sales@impelcrm.in.

The future

- Upgrade ROs to smartphones for more detailed data collection.
- Enable better analysis of leads through more specific reports.
- Ananlysis of leads across regions to challenge branches to perform better.