

Identifying and increasing sales opportunities with Impel SFA.

Customer Profile:

Strata Geosystems India is a joint venture with Strate Systems, Inc, USA. Strata manufacture geogrids and is a leader in the geosynthetic segment for soil reinforcement solutions. Strata provides end-to-end solutions for soil reinforcement problems including design, construction and supply. Strata is the ultimate place for geosynthetic solutions reinforced soil walls, soil stabilization, ground improvement, river training and coastal production, railway track-bed stabilization and engineered landfills. Strata's range of innovative geogrid and geotextile products have evolved and developed as per customer needs.

Challenge:

Strata Geosystems predominantly works and executes some of the most challenging construction projects with infrastructure giants both in the private and public sector, where the sales environment is increasingly complex, administrative and demanding. Strata sales team did not have any centralized system to access and track real-time customer data. The Strata sales team was finding it difficult to keep track of all the details associated with every business opportunity. With long term sales cycles, tracking opportunities throughout the sales cycle, from lead generation to lead closure was a difficult challenge. This struggle for customer data created a significant need of a central system that would support collaborative selling efforts and improve sales productivity for Strata.

Solution:

PK4 drove an initiative to implement an organization-wide Sales Force Automation (SFA) solution with Impel CRM. The goal was to streamline the sales process of Strata with all the customer information the sales team needed at any point of the opportunity cycle. Impel SFA module provided access all customer interactions in one consolidated place, the 360 degree view page. This implementation now allows Strata the ability to centrally track and update the status of the opportunity with notes, activities, and reminders across team members and business units. Impel SFA supports a sales-centric business processes by serving as a centralized repository that is easy to use and adds value to the sales rep by improving his productivity.

Benefits:

Impel SFA module has enabled a seamless and collaborative approach to opportunity tracking and sales process automation.

- Impel SFA has offered tremendous advantages to Strata's business, which include increased productivity, higher levels of customer service, complete database of customer details and enhanced opportunity tracking methods.
- Managing key opportunities data in one consolidated place for maximum effectiveness has become simpler and collaborative.
- Ability to analyze sales pipeline, forecast revenue, and make informed business decisions with real-time reporting has boosted the sales team's productivity.
- Simple and easy-to-use SFA module has taken away the irrational fears and physiological burden from the sales rep with a successful organization wide adoption of the CRM.

- Associating contacts and sales activities with an opportunity has created an insightful 360 degree view of the opportunity.
- Gaining real-time visibility into organization's sales is no longer a challenge for the management with Impel ad-hoc reporting engine and filter mechanisms.
