

How **Italica** Increased Their Revenue Operations By **27%** In A Single Quarter

A Fieldproxy Case Study



ITALICA



ITALICA

Overview

Italica is a premium **Plastic Moulding and Manufacturing Brand.**

They manufacture chairs, tables, and other material handling products

Client Details

Industry:	Plastic Manufacturing
Company Size:	7+ warehouses across India
Fieldforce Size:	35+ field agents
Majority Concentration:	Tier 2 and Tier 3 cities



What Was Going Wrong

Italica had a lot of things going right for themselves. All they needed was a solution that could:

- Help accelerate their sales operations
- Digitizing the whole process
- Enabling these operations to proceed **at scale**.

Where Italica Needed Help



An app to handle 30+ agents accross the country



Detailed tracking reports and data collection



Lower cost of operation, and increase employee efficiency

Achieving all of this with one tool was what Italica expected. **And Fieldproxy delivered.**



Before Fieldproxy



No proper route optimization or location based task allocation plan.

Managers were **unable to identify or track work completion rates**, or gather proper data.

Attendance tracking an impossible task.

Field agents are required to travel between states, and **manual punching** just does not allow for that.



Paper-bound invoice maintaining becoming burdensome.

Regenerating invoices every time for new orders and getting them manually approved is a task.



Before Fieldproxy

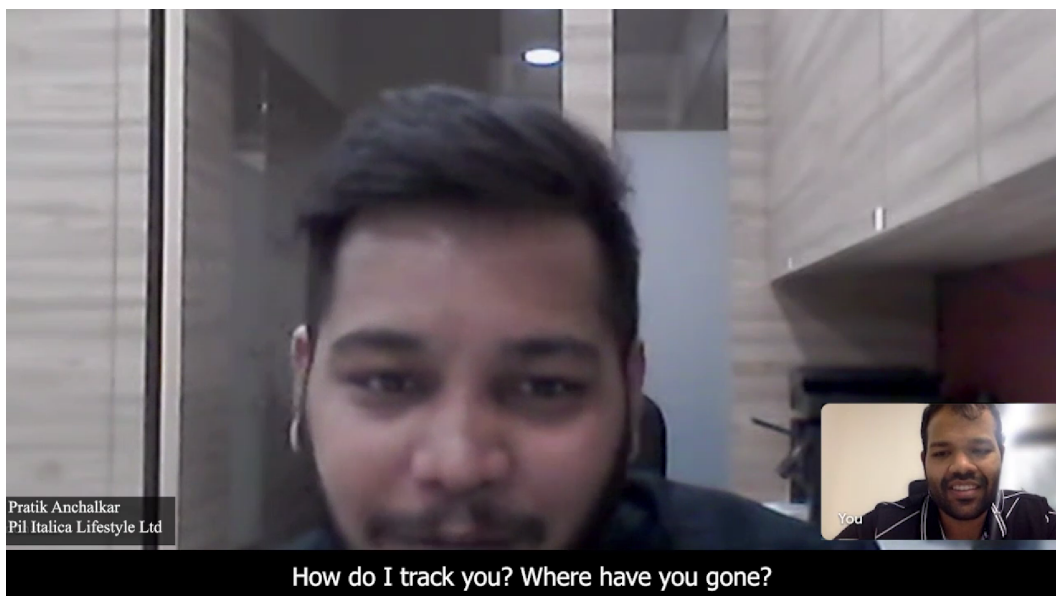
Tracking everything manually. It is a hectic task trying to retrieve past data and perform analysis.

Again, time consuming and tedious.



Excessive reliance on telephone calls and manual paperwork for sales orders.

Slow, ineffective, and cumbersome.



Mr. Pratik Anchalkar talking about how life at Italica was before Fieldproxy.

[Watch the full video here.](#)



ITALICA

After

Fieldproxy



Remote attendance tracking system, allowing agents to **log in from anywhere in the globe** using their location and biometrics.



Expense tracking and management dashboards enable easier tracking of finances for individual teams.



Location based talk allocation and reporting.

Allows for accurate data and eliminates miscommunication.



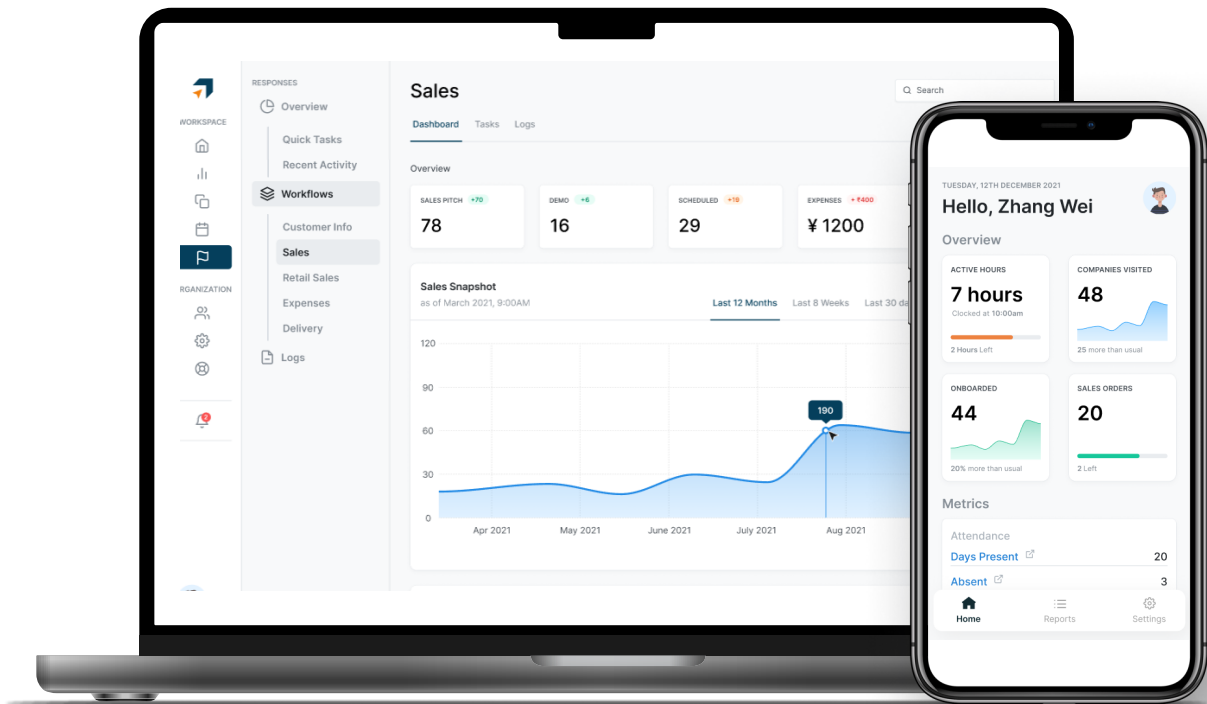
Detailed, **live reporting and data collection.**

Managers will be able to view live data of every employee from the comfort of their laptop.



Super fast deployment, with **100% customization and flexibility**

What We Did?



Migrate Operations Online

Transferred all of Italice's sales operations online on the Fieldproxy app, providing their sales teams to just **login and access past data** with zero to little effort.

Simple Task Allocation

Provided managers to be able to use **geofencing** to allocate tasks to the salesmen closest to the stores

Real-Time Dashboards

Designed **real-time dashboards** enabling managers to view data as soon as their sales team records it from their mobile app.

Merchandising And Order Management

Enabled field sales teams to perform **merchandising and taking down sales orders** from the app.

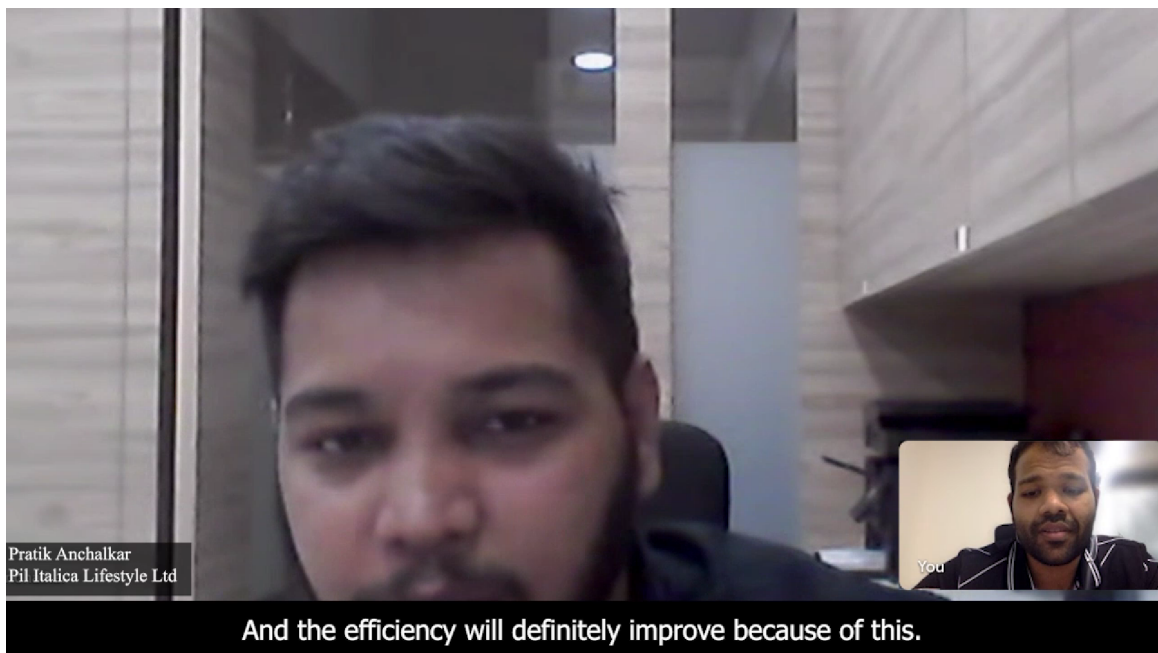
The End Result

Revenue Operations **increased by 27% in three months.**



Reduced operation time and sales conversion times by 22%

Enabled **scalability of the organisation at zero additional cost**



Mr. Pratik Anchalkar talking about how Fieldproxy transformed Italica at scale.

[Watch the full video here.](#)



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