

How **SKCO**
PAINTS Uses
Fieldproxy
To Improve
Field Sales
By **400%**



skcoppaints
a fieldproxy case study

overview



SKCO PAINTS is **an emulsion paint company** that offers primers for various purposes like metal, plastic, FRP ceramics, and rubber.

company background

In **1961**, Kashinath Laddha Started **JACKSON PAINTS AND ALLIED INDUSTRIES**. This Company Was Dealing With Whiting Powder And Later Started Manufacturing Coloured Mud And Sunla.

In The Year **1981**, Together With His Son **Shirish Laddha**, Mr. Kashinath Started Manufacturing Dry Distemper. In 1984, **SKCO Paints Products** Was Incorporated By Shirish Laddha.

He Took Over The Company From His Father And Entered The Line Of **Decorative Paints**.

He Started With The **Manufacturing Of Dry Distemper** (For Walls) Gradually Starting With The Manufacturing Of Red Oxide And Primer, And Later Including Red Oxides.



Today, SKCO Paints Is A Leader In Emulsion Paints, Based Out Of Pune. They Have Been **In Business For Close To 40 Years**, With Over **60% Market Share** In Maharashtra, India, And **400+ Dealers Across Various Other Parts Of The Country**

Needless To Say, They Have A Massive Field Team And Operating Process.

before fieldproxy

- Managing all these field teams happened **only over the phone**.
- Daily reports and numbers had to be submitted at offices. **No online submission** medium was available.
- There was **almost always a chance for error**. People would either submit wrong timesheets or check-in late or check-out early.

There was no surefire way of finding out or correcting the issue automatically.

- Errors and data had to be **manually authenticated**, causing huge wastage of time and money.

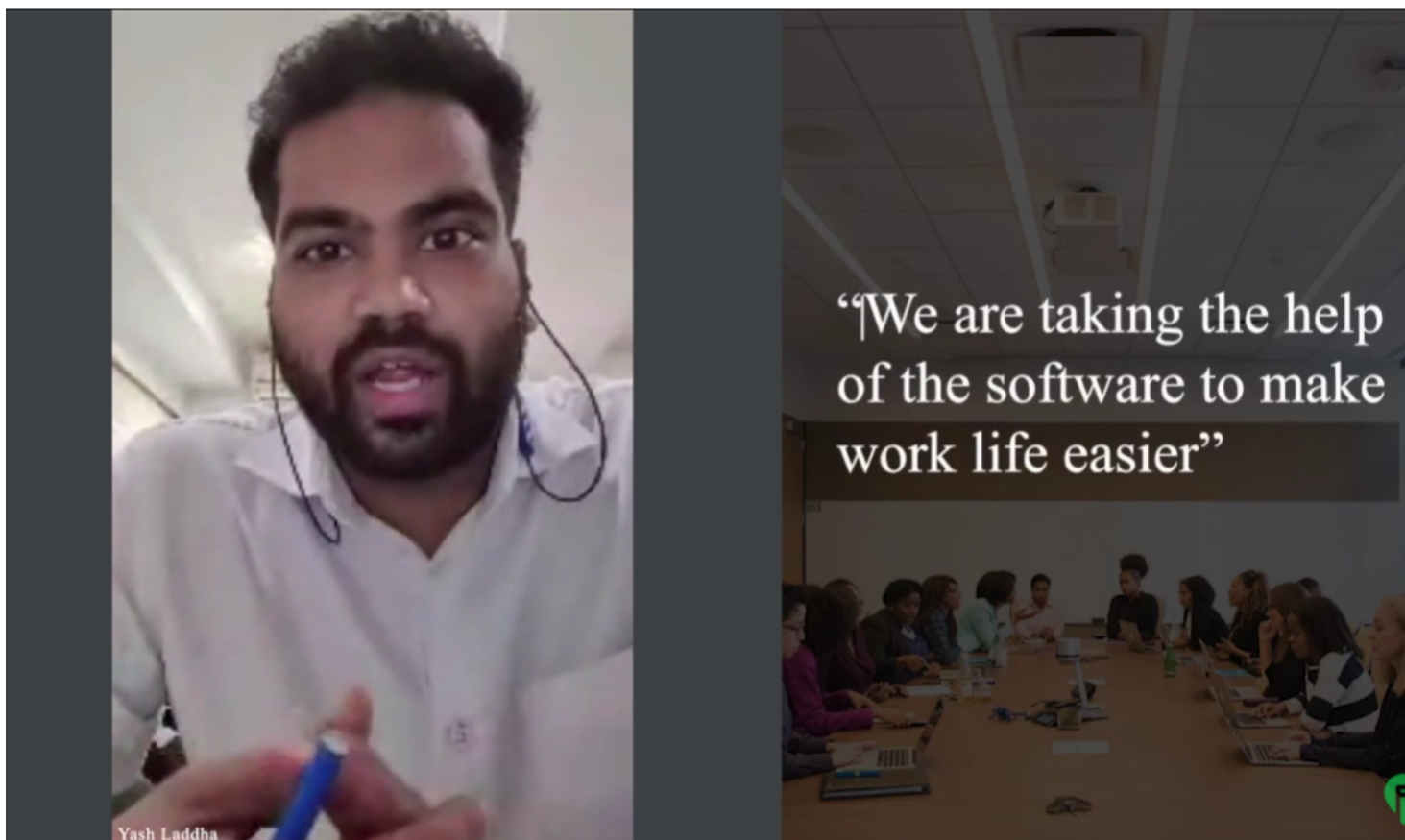


"Fieldproxy transformed how we managed field work"

- Yash Laddha

how **fieldproxy** changed their lives

- **Real-time location tracking** and monitoring. Employees could no longer cheat their way out.
- Attendance monitoring and timesheet reports. You always have a check on who's working and who's not. **Increase in workforce efficiency.**
- **Automated reports** to keep everyone in the team updated on the operations.
- Improved field sales operations by **over 400%**



Watch Mr. Yash Laddha Talk About How
Fieldproxy Has Helped His Field Teams.

[Click Here To Watch The Video](#)



why SKCO chose

fieldproxy

- **Fieldproxy** developed a solution for SKCO **at a fraction of the cost of hiring a developer to do it.**
 - The transaction from conversion to product handover was seamless. The **customer support was a cherry on top.**
 - Offered a free 7-day trial, which turned to a three-month paid subscription, which then led to a longer-term subscription.
- flexible upgrades = happy customers.**
- Greater efficiency, data-centric decision making based on **easy-to-use reports**, and integrations helped seal the deal.

Think **fieldproxy**

can work for you

too?

Get a **FREE seven day trial**, no-questions asked, and see how fieldproxy can transform your field teams today.

[Click Here To Sign Up For A Free Trial](#)

On The Fence? **[Sign Up For A Free Demo](#)**
And Our Team Will Reach Out To Clarify
Any Questions You Have.