



## A Fieldproxy Case Study



**INDIGO**  
Be surprised!



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## Introduction

Started in 2000, Indigo Paints has come a long way in becoming one of the most prominent manufacturer of paints in the Indian subcontinent. The company has grown its footprint all across the globe, and is one of the major drivers for innovation in the paint industry, and has a field team to match that level of growth.

Let's take a look at how Indigo Paints supercharges its field teams using Fieldproxy.



# About The Company

- Indigo Paints is a leading Indian paint company that offers a wide range of decorative and industrial coatings. The company was founded in the year 2000 and has since grown to become one of the fastest-growing paint companies in India.
- Indigo Paints is known for its innovative and eco-friendly products, as well as its strong focus on customer satisfaction. The company's product portfolio includes interior and exterior paints, enamels, wood coatings, and other specialty coatings.
- Indigo also has a strong distribution network, with over 40 sales offices and 9000+ dealers across India. This includes a very strong field team, that is now proudly powered by Fieldproxy.



# Obstacles In Indigo Paints' Growth Plans

Indigo Paints has a massive outside sales operation. They have agents across the Indian subcontinent and wanted a solution that could help their managers simplify how all sales visits were being monitored.

## Manual Agent Performance Measurement

Despite having a huge number of field team professionals under their belt, Indigo Paints had a manual approach to how they operate them. This meant that things could be improved in certain aspects along the organization that would help boost sales further.



## **Slower Communication During Visits**

With large teams you also get a fairly more complex organizational chain, and any change or communication takes a long time to reach everyone when you're doing things manually. This rings true especially when your agents are out on the field. Something needed to change, because faster communication through the chain equals faster execution of ideas and better data-backed results.

## **A Process To Also Help Log Travel Expenses**

Field agents also travel a lot, and any expenses and claims need to be managed effectively. Indigo needed support on this aspect as well, and Fieldproxy was more than happy to deliver.

## **Indigo Paint's Partnership With Fieldproxy**

Fieldproxy is proud to have partnered with Indigo Paints to help align their field teams towards the mission and vision of the organizations. Here's how we helped Indigo overcome their challenges.



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## 1. Updated Sales Visit Processes

Leveraging Fieldproxy's advanced lead creation and sales visit scheduling features, Prism Johnson's field sales professionals were able to decrease turnaround time drastically. The features helped outside sales professionals perform faster sales visits. How?

- Sales professionals create customer details on the Fieldproxy app
- Manage visits through the mobile app
- Managers get notified immediately when a visit detail is updated



## 2. Transparent Expense Management

With a provision for field teams to now add and raise expense requests for their travels, Fieldproxy enabled Indigo's managers with an easier way to handle all of their agents' expense requests and approvals.

### **How Easy Did We Make It For Indigo?**

While traditional field team management solutions take countless hours of development time before clients can even get a look of the product, Fieldproxy took Indigo Paints from onboarding to training to account hand-off within 7 days.

This is thanks to Fieldproxy's underlying no-code framework, which helps organizations customize the solutions to their liking, saving hundreds of hours a year going back and forth with tech teams for every request.



Couple this with the intuitive dashboards and reports that managers can make sense of in real-time, and you have a winning solution for your field teams.

Traditional FSM Solutions	Fieldproxy
<input type="checkbox"/> Longer development time	<input checked="" type="checkbox"/> Built on no-code. <b>4.5x faster</b>
<input type="checkbox"/> Customization is a hassle	<input checked="" type="checkbox"/> Drag and drop builders save you hours in reporting time
<input type="checkbox"/> Fixed Reports / Dashboards	<input checked="" type="checkbox"/> Build any kind of report
<input type="checkbox"/> Limited functionality	<input checked="" type="checkbox"/> Built for every field team
<input type="checkbox"/> Handoff can take months	<input checked="" type="checkbox"/> Onboarding to Account Handoff in <b>7 days</b>

Book a free demo with Fieldproxy today!

Fieldproxy is trusted by 170+ clients and used by over 50,000+ agents all over the globe [\*\*Click Here To Get A Free Demo\*\*](#)