



Driving Sales Success: The Transformative Impact of our Sales Management System

Client Background

Our client is one of the Fortune Global 500 companies and a leading name in the automotive industry. They are one of the largest producers of heavy trucks, buses, and vehicles that are designed for various specialized purposes. They also offer vehicle servicing, vehicle body parts, and digital services for more profitable transport operations of their clients. To successfully offer these services, they have a huge network of dealers spanning across the globe.

Business Situation

The automotive industry is highly competitive, with manufacturers and dealers constantly striving to improve their sales processes and customer experiences. Nevertheless, the arduous task of overseeing every aspect of sales management across a wide array of primary and secondary sales channels can exacerbate this challenge.

Our client suffered the same as their process involved maintaining each data over Excel sheets. Furthermore, they relied heavily on email-based communication for approvals and other sales-related work, which led to missed messages, and a higher likelihood of errors in information transfer.

Business Challenges

- Lack of real-time visibility into sales performance
- Time consuming sales approvals over emails
- Limited transparency of sales data and documents
- Delays in order processing and inefficient workflow

Solution

The client approached Softude to devise a solution that can effectively manage the sales processes and addressed the challenges and complexities raised due to the manual process. As a solution, we designed and developed a sales management system with the following functionalities.

- Tracking and monitoring of RFPs
- Sales funnel management
- Customer fleet tracking to drive repeat sales

- Sales process management for direct inquiries
- Customer order processing and management
- Vehicle demo scheduling
- Customer relationship management
- Aftermarket
- Dashboard for analytics and reports

Solution Impact

- 50% surge in productivity
- 20% increase in sales and revenue
- Strategic sales planning with real-time data and analytics
- Accurate and comprehensive sales assessment
- Repeat sales with effective fleet edging record management

About Us

Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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