



12% Surge in Sales with a Tailor-Made Sales CRM for a Leading Global Auto Manufacturer

Client Background

Our client is a prominent global manufacturer of wide range of commercial vehicles such as trucks and buses. With a presence in 85 countries and a worldwide service network encompassing over 1,500 dealerships and workshops, their dedication lies in providing individuals with secure, sustainable, and efficient transportation options for commuting to work, navigating urban areas, or traveling across continents.

Business Situation

The client was initially handling the sales process over multiple spreadsheets, phone calls, emails which was time-consuming and inefficient without leading to any customer history for analytics. They quickly recognized the need for a CRM solution that could effectively handle the complexities and intricacies of their institutional sales of commercial vehicles.

To address this need, the client began searching for a ready-to-deploy CRM solution that could meet their specific requirements. They diligently evaluated several established CRM solutions but were disappointed to find that none of them aligned with their unique needs.

Recognizing the limitations of off-the-shelf CRM options, the client made the decision to explore the possibility of developing a custom CRM solution. Their primary objective was to find a CRM vendor with the capability to design and develop a tailored solution as fast as possible.

Solution

Softude successfully delivered a complex custom CRM solution within just one-month timeframe, all thanks to Low-code No-code approach. It was specifically designed to align seamlessly with the client's unique sales process, focusing on the sales of trucks and buses. Its primary objective was to nurture customer relationships and propel revenue growth for the business. The solution is also seamlessly integrated with their existing SAP system, ensuring a unified, real-time, and up-to-date view of sales KPI and customer data.

Solution Features

- Tracking of tenders and direct enquiries
- Sales management including conversion tracking, order booking, and sales invoice creation
- Dashboard with detailed reports on prospects, sales, customers, and fleet

- PO creation, approval, and report generation
- Management of vehicle demo requests, approval, and sold vehicles
- Automated notifications and emails to dealers and relevant departments upon PO generation
- Comprehensive reports on sales by verticals, segments, truck models, etc.

Solution Impact

- 40% improvement in overall productivity
- 12% increase in sales
- 10% less customization errors in manufacturing orders
- Comprehensive reports on open orders, closed orders, summary, etc
- Real-time analytics on tender status, truck requirements, inquiries, etc

With Softude's custom sales CRM, our client is benefitted with streamlined sales operations, improved data visibility, and enhanced decision-making capabilities, contributing to their continued success in the automotive industry.

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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