

Sales Process Automation For A Tractor Manufacture

500+ sales reps pan india of Eicher Tractors (A subsidiary of TMTL) use a custom sales process automation application to manage leads including their first information and sales rep's sales funnel.

CRM Application for Field Force

Sales process automation for:

- Best-in-class governance
- Centralized collaboration

Business goals behind creating this custom application are

- Close monitoring of the dealer sales channel
- Better sales conversion
- Sales analytics

Business impact by the application

- Organized leads data for efficient sales funnel monitoring and conversion.
- Predictive sales forecast and lost opportunity analysis
- Dealers and their sales reps' performance
- Buyer Feedback mechanism for product enhancement

Customer	Father Name	Last Activity	Last Activity Date	Expected date of Purchase	Expectation	Delivery
Test Customer	Test	LankaDehan	03/04/2008	31/04/2008	Exp. in Self Trial	Delivery

About Us

Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. Softude is dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 30+ countries are engaging audiences in-venue, on the web, and personal mobile devices. With a highly competent and trusted team of 425+ members, Softude delivers digital brilliance that accelerates the digital-first journey of brands.

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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