



Giga Maritime Group

PROJECT BRIEF

Giga Maritime Group has established themselves as pioneers in the Malaysian Automotive Industry for the past 28 years.

COMPANY OVERVIEW

Giga Maritime Group has established themselves as pioneers in the Malaysian Automotive Industry for the past 28 years.

They specialize in freight forwarding of vehicles by land/sea and also provides quality transit storage and handling facilities the import of export of many automobiles in Malaysia.



CHALLENGES

- Customer inquiries were managed manually by the team.
- Time consuming for sales team to go through inquiries and Possibility of data loss due to manual handling of data.
- No visibility of pre-sales activities like customer inquiries and whether they are being followed up on time.
- No system in place to track on the sales performance by the management.

SOLUTIONS

1 Lead capturing for Enquiries from Customers

- Enable channels such as web and email to automatically capture inquiries coming in.
 - This data will be followed up by the sales team in Giga to filter inquiries which are likely to request for quotations.
 - Upon the request for a quotation, the Leads are converted to Account/Contacts.
- Run Reports to track on Lead Status or Score
 - In order to keep track of pre-sales activities, admin can run a report on lead status or lead source to check whether the leads are being followed up with and also which channel brings in most leads for the team.

2

Account and Contact Management

- When a Lead has been converted to an Account and Contact, an Address is also created and copied over automatically.
- This ensure that the Account, Contact and Address information is pushed to OFS system where the sales team will issue a quotation to the customer.

3 Integration to OFS

- Real time integration with OFS
 - Business Accounts with Contact and Address information are immediately pushed to OFS and the record is created/updated on OFS.
 - Individual Accounts with Address information are immediately pushed to OFS and the record is created/updated on OFS.
 - Any changes done on Salesforce for the Account record will also be synced with OFS.

RESULTS

- Enable users to easily keep track of the customer inquiry information and follow up with them.
 - Inquiries coming in are all kept track of
 - Customer emails are now followed up with immediately
- Standard reports can now be generated instantly based on real-time data.
- Increases the efficiency and greatly enhances the operational data management capabilities of all users of the system