



Customer Stories

How We Helped a Multinational Manufacturer with SFA

Client

As one of the multinational cigarette and tobacco manufacturing company, our client was responsible for Turkey's national distribution and sales of brands. They establish a strong presence in the Turkish cigarette and tobacco market with a vast distribution network in 81 cities around 143,000 sales outlets.

Their Challenges

As they were making direct sales with 500 field teams, direct sales, route & distribution planning was a big headache through non-digitized systems.

Their system had limitations for field execution as below:

- Non-mobile friendly system with single-page apps
- Inflexible systems cause problems in updates
- Lack of capability to meet new business requirements
- 360 scale process digitalization



Our Solution

Dealer Distributor Salesforce Automation



Our solution enabled our client to manage sales, distribution and marketing processes within one central platform application as below:

- Sales/Purchase Management
- Field Management
- Returns Management
- Stock Management
- Trade Asset Management
- Contract Management
- Target-based Performance Management
- Campaign Management
- Interactive Dashboard
- Mobile Application



The Results

Proved with ultimate success



Using our automation solution has helped our client to make considerable inroads in the digital environment.

They enabled in-depth analysis of visit performance, in-store audit results, employee productivity, and overall sales performance. The organization took strategic decisions faster with correct data.

Here are some examples:

- Mobile application shortened many processes from planning to analysis.
- Purchases & sales orders are automated.
- Orders are captured via the mobile app.
- The status of orders and order fill rates are tracked.
- Daily activities of the field sales team tracked in real-time.
- Creating, updating & sharing routes were no more a concern.
- The return process with the approval workflow was supported.
- Stocks are tracked, critical, and safety stock levels are defined with automatic re-ordering.
- Trade assets are tracked and their history is monitored.
- Targets were defined and contracts were managed without effort.
- Various campaigns are defined with a flexible campaign module.
- Users customized the layout of the reports by applying filters through drag & drop.
- Performance monitored via eye-catching dashboards.
- Field employees accessed all required functions through the mobile application.
- iOS, Android & Windows Mobile platforms were supported.

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