

CASE STUDY

Industry: Manufacturing, Sales and Service

Client: Global MNC

1. A world leader in human and environmental health sciences
 2. Operates in 150 countries worldwide and employs approximately 9,100 employees. Seventy-five percent of their products occupy number one or number two position in their market
 3. With over 400 multi-vendor customers and over 10 years of multi-vendor experience, they are the most experienced multi-vendor service organization in the analytical industry
 4. Design, manufacture and service the leading scientific solutions for evolving health, safety and environmental quality needs
 5. Market leading provider of analytical techniques – #1 Inorganic, #2 Molecular Spectroscopy and Thermal Analysis and #3 Gas Chromatography
 6. More than one decade of multi-vendor service experience and the longest in the industry
- **Customer Objectives and Concerns:**
 1. Manage leads that arise from different potential sources
 2. Increase efficiency/accuracy of forecast and sales to meet an exponentially growing market
 3. Implement an easy to use web-based system to support sales/order/service activities
 4. Service being critical to current and future business was suffering due to disparately managed system, and unification of processes and systems was essential. Nearly 7000 installations with no up to date information on Warranty/AMC and service history
 5. Needed to connect sales/marketing/customer service and customers through a real time common system
 6. Lack of organized customer/sales/instrument/service records led to loss of revenue and market share in spite of being a global leader in other geographies. Lost opportunities were mounting every month

- **Resilient Solution Approach:**

1. Key marketing/sales and customer care people involvement along with Resilient's past industry experience was put to use while understanding the user need
2. The solution was aligned to global MNC business process and standards and made futuristic in line with business expansion and growth plans
3. Resilient solution developed to align and integrate with standard ERP's like SAP, ORACLE APPS, others

- **Resilient Solution Highlights:**

1. Lead/Opportunity management with inbuilt lead qualification process
2. Activity management with outlook integration
3. Mobile sales using laptops/blackberry and SMS enablement
4. Marketing for campaign management
5. Sales order management and up to date service delivery information
6. Service management module for complete after sales care
7. Benefits could be extended to Distributors and Channel partners to access and respond to leads assigned

- **Business Benefits:**

1. **Financial Benefits**
2. **Strategic Benefits**
3. **Operational Benefits**

Financial Benefits:

- Operating margins improved by 32% QoQ
- Sales Revenue increased by more than 25% YoY
- Increased overall profitability and enabled rapid on-time realization of implementation (**ROI**)
- Reduced structural cost by avoiding duplication of process development and configuration

Strategic Benefits:

- The CRM helped the entire sales and marketing team to interact effectively with customers and reduce the sales cycle resulting in dramatic improvement in leads to forecast/orders ratios. Nearly 12-15% improvement in sales closures
- Considerable improvement in the uniformity and consistency of sales /service data and **MIS** received by Top management
- Real time and accurate decision making possible due to reduced risk of incorrect data
- Minimal opportunity losses and increased market share in target time frames
- **CRM** extended to other geographies with custom Business changes at minimal cost

Operational Benefits:

- Centralized design and development of a core business application and access by all across the organization
- Optimized market performance and increased viability for rapid expansion of team for capturing larger market share. Team size was increased by 40% even in recessionary environment.
- Increased visibility across the organization through improved control and accountability of the sales and services teams. This resulted in optimum performance of man and machine

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