

CASE STUDY

Improved sales process efficiency and productivity for Telecom Service Provider

About Suyati

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies.

Learn more: www.suyati.com

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Executive Summary

A prominent Telecom service provider partnered with Suyati to re-imagine their existing sales process and improve overall efficiency. The result? Our digital solutions delivered transformative impact and a radically improved sales process.

About the Client

The client is a leading end-to-end solutions and services provider in Information Technology & Telecom products in Qatar, UAE, Singapore, Malaysia and India. They offer a wide range of value-added services in telecommunications, hardware and software support, as well as software services.

Business Challenge

The client's entire sales cycle was a tedious manual process. From prospecting to closure, the sales team had to manage everything on pen and paper. The client wanted a solution that would enable sales personnel to have real time data to complete orders, and collect on previous sales orders.

Suyati's Approach

- Streamline data
- Reduce dependencies on manual entry
- Create a centralized solution.

Technologies Used

- Application Development- Android
- My SQL DB – to manage the all the data required for the sales person
- Azure AD – to manage authentication of sales executives who were using the mobile app.
- Bluetooth Printers and Scanners – to enable field sales personnel to print receipts and scan product details.

Transformation Takeaways

Developed an Android based mobile solution which included the following:

- Transformed the way field sales personnel conduct business, with ability to track invoices, stock tracking, follow up on collections and advances.
- Automated the sales process which covered collection of previous invoices, printing receipts and generating invoices.
- Ensured better visibility and real time data access for both sales and end customers

What the Client Loved

- Paper to digital transition reduced manual intervention
- Improved visibility, transparency and process efficiency
- Stakeholders get right insights with digitally available data

Client can now easily monitor and track sales progress with real time data access

What's Next?

Negotiations are already on for phase 2, which revolves around the expansion of the app to cater to more products. Multiple features are being planned, including route map plotting for sales teams with GPS, and enhanced analytics.

