



Streamlined Sales Processes for South Asia's Largest Packaging Manufacturer

Overview:

We implemented Salesforce Sales Cloud to streamline Sales Operations, automate workflows, and enable mobile access for the sales team of South Asia's largest packaging manufacturer. The solution integrated seamlessly with SAP to enhance data management and drive productivity.

Pain points:

Inefficient data management

using Excel files for customer visits and sales tracking

Manual approval processes

slowing down critical activities

Lack of a unified customer view

across different departments, leading to fragmented data

Limited mobile access

sales reps to manage tasks and customer visits on the go

Poor dealer and consignee management

for B2B customers

Solutions:

Salesforce Sales Cloud Implementation

Providing a 360° view of customers, integrating sales, claims, complaints, and opportunities

↓ Delays by 15%

Automating approval workflows for sample requests and product development approvals

Mobile access for Sales Reps

To perform daily activities while on the move

Salesforce -SAP Integration

Syncing customer, order, product, and stock data for a unified experience

Custom reports and dashboards

Real-time insights on sales performance, opportunity pipelines, and claims resolution

Benefits:



15% faster sales cycles with automated workflows and mobile access



Improved data visibility and a **360° customer view** for all teams



20% ↓ in turnaround time for approvals and sales processes



Streamlined operations with seamless Salesforce and SAP integration



20% ↑ in Sales productivity and efficiency through role-specific dashboards and reporting