



CIRROLOGIX

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Executive Summary:

Anabond Limited is one of the leading manufacturers of Engineering Adhesives & Sealants, Paints, Specially Coatings & other chemical formulations in India since 1979 for Automobile , Aerospace & Defense , Industrial and Energy

Challenges:

Sales will have following challenges:

- Requirements of the samples to the customer and filling the data of the products.
- They will enter the daily stock and order of the particular customer on daily basis.
- Communicating with customers and entering customer future plan discussions and stock status.

Admins will have following challenges:

- Restriction of financial details.
- Don't want to spend on additional requirements.

Issues and Problems:

- Anabond manufactures engineering adhesives and sealants which are used in automobile and engineering product manufacturing, electrical and electronic products manufacturing and maintenance of these equipment's.
- Enquires which they are punching are not converting in the proper manner.
- There is no proper Daily and monthly call tracking mechanism.
- Lack of proper data and analytics for Decision Making.
- There is no proper format for rendering of record types in Purpose of visit.
- Different Branch executives, has to get a mail when they are creating a Lead.
- They have so many divisions and branches all over India, it causes great difficulty while tracking their details in excel sheets, etc..
- Lack of Interaction among different departments.

Making it mobile first:

Recognizing the importance of moving quickly in a short, high contact sales environment, Anabond built an entire suite of mobile-optimized apps—including digital sales aids, order management, and Payment—on Salesforce1 Platform. Along with the Salesforce1 Mobile App, reps now can do everything from raw materials management, to vendor management, to order and payment tracking on their tablets.

Solutions and Recommendations:

- As it is a force.com edition we have done Lead conversion through custom object, now they have got the clear picture of their Enquires while converting.
- With Reports and Dashboards and sales forecasting they are tracking their Daily and monthly calls.
- They have got the clear understanding of rendering of fields in Product trail.
- They are getting the emails while they are creating an enquiry.
- It's easy for everyone to get reports in real time. "Salesforce let's all of our employees get the insights they need".
- With Salesforce chatter, Sales, employees, all are connected with each other.

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