



# CIRROLOGIX

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## CASE STUDY

Recron®  
Fibrefill

### Issues and Problems:

- Recron has 14 franchisee across the country based on regions, each Franchisee have their own distribution network to their respective zones, but there is no visibility on Inventory.
- Order booking and tracking is done through SMS/Email/Phone/Excel Sheets, which causes great difficulty when they want to extract any order details
- There is no visibility in raw material forecasting.
- There is no proper track record of Payment and invoice.
- There is no case tracking mechanism.
- Lack of proper data and analytics for effective Decision Making
- There is lack of visibility on primary and secondary sales from distributors and Retailers end.
- Lack of Interaction among different departments

## Solutions and Recommendations:

With inventory tracking and material forecasting feature they will get a clear picture of their inventory and raw material availability.

Invoice generation lets sales easily configure products, compute prices, and generate quotes. And, it's easy for everyone to get reports in real time. "Salesforce lets all of our employees get the insights they need."

SMS integrations help company to connect with distributors for order booking and tracking. With Report and Analytics and Sales forecasting, now there are in a position to make effective decisions. With Salesforce chatter, distributors, employees, franchisee all are connected with each other.

## Making it mobile first:

Recognizing the importance of moving quickly in a short, high contact sales environment, Recron 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.

## Challenges:

### **Distributors will have below challenges:**

- ✓ System adoption
- ✓ Can expect resistance, as they might feel doing lot of data entry than sale
- ✓ Remote area might have challenges in IT facility

**Franchisee will have below challenges:**

- Will have concern in sharing financial details
- Should not take much of their time in feeding data
- Don't want to spend on any additional manpower

Feedback from the Franchisee:

- Will be interested to have a system to track inventory, material forecast, tracking orders and invoices, sales forecast, manage distributors

**Contact us**

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