

CASE STUDY

LEADING CEMENT COMPANY ACHIEVES 10X BUSINESS GROWTH



GOAL

Streamlining the dealer-brand communication to boost revenue and order placement while simplifying business operations.

BACKGROUND

A Fortune 500 company and one of the leading cement brands in India has expanded its business with time and connected more effectively with customers. This company has been in business for over 80 years and has been a leader in the domestic cement industry. Besides cement, the company has diversified into sugar, refractories, gypsum, and logistics. The brand has a wide distribution network in India with 44 offices and 20 warehouses.

PROBLEM ANALYSIS

- There was a communication gap between dealers & sub-dealers and the in-house sales team, as pan-Indian dealers preferred to communicate in their native language. As a result, business suffered.

- Timely and regular placement of order was missing, impacting the business.
- Due to lack of efficient tracking mechanisms, the internal sales team did not have adequate data on sales and conversions.
- Follow up mechanism was not there for payments collection and due to this, dealers were blocked, which resulted in a loss of sales revenue.
- The process for unblocking the dealers was not followed effectively which could have added more revenue.



- The dealers were unable to reach out to the relevant team to obtain approval for a credit limit increase. As a result, the brand could not generate more revenue and grow its business.



SOLUTIONS

PEOPLE

1

One of the biggest issues that dealers and sub-dealers faced was language barriers. DialDesk helped to solve that problem by providing multilingual support (13 Indian languages) to provide hassle-free communication.

2

A dedicated team was hired and trained to manage flawless communication between dealers and the brand for accurate insights into their business data and to create a clear vision for goal achievement.

3

The team fosters the relationship between dealers and the brand by communicating with them on a daily basis not limited to order bookings, new schemes & offers, pending payments, their issues or concerns, etc. They are the one point of contact for them from the brand. They also drive the company's customer loyalty program to book more orders and generate more revenue for the brand.

PROCESS

1

A detailed SOP has been created for the process where the role of VRM is to manage the relationship between dealers/sub dealers and the brand end to end.

2

The process is a mix of inbound and outbound campaigns where the dealers in case misses the call from VRM will be able to reach him through the inbound mechanism.

3

Defined processes are created to address the concerns of dealers, unblock the dealers or review their credit limit as per the brand's policy.

TECHNOLOGY

1

We are using our in-house Dialer - "Nimantran" to reach out to as many dealers as possible. The dialing can be on a predictive or preview basis depending upon the campaign that is being run in the process.

2

Where the dealers are unable to pick our calls, they can also reach us through an inbound call mechanism which gets routed to the same VRM to whom the dealer has been allotted.

3

Every call is being tagged in the DialDesk CRM so that the team can do data analysis and create strategies for further process improvements.

4

DialDesk's Ticket Management CRM is deployed to ensure the concerns of the dealers or sub dealers are taken up on priority.

Outcome

- Order placements increased by 10X.
- The number of unblocked dealers increased by 30%.
- There was a 10X increase in total collections.
- Gained deeper insights into business data for strategic vision and improvement in the sales processes.
- The number of happy dealers increased by 40% due to quick resolution and multilingual support.



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