

INCREASING SALES EFFICIENCY THROUGH AUTOMATED SALES CYCLE MANAGEMENT

▶ Customer Story | Financial Services



CLIENT

**Diversified Conglomerate
for 6 Decades**

**Key focus on
Financial Services**

The client is a diversified conglomerate with presence in Financial Services, Commodity Supply, Warehousing and Real Estate business verticals. The company has a legacy of close to 6 decades, with strong foundations of expertise, market knowledge, industry insights and research.

CHALLENGE

**Lack of visibility
of Sales Cycle**

**Poor attendance
management**

All activities in the Sales Cycle of the firm were so far manually processed and this led to lack of forecast visibility. The meeting outcomes of the sales team and thereby those of the sales deals were difficult to track. Similarly, HR team lacked resources for proper attendance management of the sales executives attending regular meetings. The company needed a system that provided a 360° view of the sales cycle and an automated attendance management for all sales executives.

SOLUTION



Sales Cloud

Quosphere helps companies globally with consultative deployment of Salesforce, the world's #1 CRM platform. In this case, the Sales Cloud module was customized to provide 360° view of the Sales Cycle. Automated reminders were created so that no follow ups were missed. The Quosphere team developed and integrated geo-tagging application on Salesforce 1 Mobile App to track the sales activities. Additionally, the module was integrated with their existing HR management system Adrenalin for automated attendance management.

BENEFITS

**60% increase
in efficiency**

**Streamlined
secondary sales**

**Seamless integration
with HR management**

The Sales Cloud customization for the client resulted in scaling up of the client's global sales operations management to run entirely out of Salesforce which helped streamline secondary sales and improved visibility. The geo-tagging app helped track the sales visits, meeting minutes and deals. With seamless integration with HRM System, the attendance management became remarkably easy. The entire Salesforce CRM implementation helped increase sales efficiency by 60%.

ABOUT QUOSPHERE

Quosphere provides innovative solutions in the areas of Business Intelligence, Big Data, Data Visualisation, Analytical Frameworks and Cloud Technology. Our services are focused on helping organisations translate the effectiveness of Big Data & Machine Learning technologies into great business impact.

Quosphere helps customers derive transformational growth & value through consultative deployment of Salesforce. Our experienced consultants deliver unmatched customer value by engaging closely with various key customer stakeholders to quickly deliver customized solutions, enhance adoption and help organizations derive business insights.

GET IN TOUCH WITH US

MUMBAI

1004, 10th floor, Rupa Solitaire,
Millenium Business Park, Navi Mumbai,
Maharashtra 400710, India
Phone: +91-22-41031111

NEW YORK

19 W 34th St #1018,
New York, NY 10001
Phone/Fax: 001-646-394-9093