

# A Case Study

## How a SFA Implementation changed the work culture of Vad Crop Bio Sciences and brought 35% More Productivity

*(A case study on the implementation of Sale Force Automation application in a company and deriving the best possible output.)*

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### Overview



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Vad Crop Science is a leading organization in India and have a good market share in the fertilizer and agricultural products. Vad Crop science was facing a major problem of effective sales and managing the supply chain management. Making availability of products in the remote locations of rural population is another big challenge. Vad & Bito given the combined efforts to resolve the issue. In this document you will find that how all issues resolved. Vad achieved more than 35% more productivity in the field of sales & Supply chain management.

#### About Company

Vad Crop Science Private Limited markets a variety of agricultural, farming and allied products. It sells fertilizers, pesticides and other farming related products in India. It is a leading organization in innovation agricultural products and expanding it's business in multidimensions of agriculture and food processing.

#### Challenges

As it started its operations in the states of U.P., Bihar— it found formidable task of managing its sales teams. Though sales force had grown manifolds but it failed to deliver proportionately good results. The poor productivity of sales and marketing division strained company prospects of future growth and

profitability. Employees associated with the sales and marketing department were grossly underperforming.

#### Reasons for Less Productivity

A thorough study revealed following reasons for less productivity. The problems acting as hurdles can be summarized in following parameters:

- 1. Customer Identification:** For the sales personnel it became a tedious exercise to identify the customers. As customers were targeted using the age old 'hit or miss' methods, it took longer time to truly identify potential customers (the farmers). It often resulted in missed opportunities. Also finding the old customers for a new employee is also difficult task due to poor address identification.
- 2. Data Management:** Another problem, often clearly observable, was the poor data management. Because of it, much losses were incurred in those sales channels which were already active. Because of bad data management it became clear that new employees took considerable time to identify and adopt to already active sales channels and distribution networks. Even experienced employees were struggling hard to keep track of sales, marketing and distribution data.
- 3. Product Knowledge:** Employees often lacked good understanding of their company's products. They were often partially/ ill-informed regarding the product portfolio. Often product brochures and booklets were too old and incomplete to imbibe a

sense of confidence among the employees. Moreover, when there is any new product launch, a training/ learning course had to be organised to give proper information. It resulted in unnecessary delays and expenditures.

**4. Field Tour Planning:** A major hurdle which disastrously affected the performance of sales personnel, was no prior field tour planning. All field sales and marketing operations were carried in casual or impromptu basis. By its very nature it virtually prevented sales personnel to be more goal-oriented and focussed. They often used to field operations without appropriate preparations. Further many times it is just fake attendance on the field.

**5. Informal Order, Collection and Procurement:**

Customer orders were booked in very informal ways and through a lot of social sharing apps, systems and older methods. Whatsapp, spreadsheets, written hardcopy orders, phone calls, messages— anything that can serve as a communication channel, is used for order bookings, cancellation, product procurements, delivery confirmation etc. Though it gave variety of ways how things can be done, it also brought a huge amount of inefficiency. A great deal of records and excessive accountability had to be maintained in different formats before the job can actually be done.

**Addressal of the challenges through Sales Force Automation (SFA)**

To tackle all the above-mentioned challenges, Bito technologies carried out an elaborate study on the reasons mentioned above and offered a sales force automation tool. It brought fundamental changes to all the sales and marketing activities.

It brought drastic reduction in the numbers of employees who don't go to work. GPS location-based monitoring wiped out the false attendance problem. All round real-time monitoring of all the employees'

professional activities. A centralised cloud based unified sales channel was activated through the mobile app and the Web. Web logins for managers and different administrative levels enabled a highly transparent effective system to see and monitor sales force activities. Farmers database gave complete view what they supposed to order or what kind of approach might be better for the sales executives. New employees no longer needed to start it all once again.

Product catalogue: an online, always accessible catalogue is very instrumental in keeping the sales and marketing staff abreast with all the products offered by the company. No more costly training sessions after the new product launches. All the information can be given swiftly to the sales teams and doubts can be cleared from remote locations.

Another feature of the sales force automation tool was its monthly planning tool. It relieved the managers from everyday planning sessions. And it gave well directed objectives to the field employees what should they do in a certain day.

The order collection page became the new single destination for all the customer order related activities. It streamlined everything— from customer order to product procurement to dispatch order to receiving/ delivery confirmation.

**Conclusion**

A sales force automation tool can do wonders for an ailing sales and marketing department of any business corporation. In many business sectors it is an indispensable tool to survive and thrive in a tough competitive environment.

Please check the next page for the features Vad Crop Science Private Limited got through App.

# Final Outcome

Vad Crop Science Private Limited is now equipped with one of the most Advanced SFA Solution through which they can manage following Process, Data of SFA & SCM

## Secondary Customers

List & Locations of National Distributors, Stuckists & Retailers.

## Primary Customers

Complete list of end users who are farmers

## Product Catalogue

List of all products with details like Product Pack Size, Product Brochure, Images etc.

## DCR Reporting

Daily call reporting of sales employees with image & GPS Locations

## Daily Attendance of Employees

Daily attendance through app with Start and end time of marketing

## Order Processing

From Collection of order to final delivery of order all step information management.

## Target & Performance Evaluation

Employee targets can be defined and evaluation of target achievement done.

## Employee Expense Management

Employee expense data and the verification system from manager.

# 30%+

## Sales Productivity

Due to the more field work and accurate tracking of GPS locations.

Real Time Target analysis.

# 15%+

## Less order Processing Time

Due to the centralize step-based order processing system.

# 40%+

## More Direct Customer relation

Due to the direct connectivity through bulk communication modes like Whatsapp, SMS & Push notifications.



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