

Improved sales productivity for a food-based company with Cygneto Field Sales app



Client Profile

The client is a multi-product company offering an array of drinking & food products to Indian and International markets

COUNTRY
INDIA

DOMAIN
FMCG

Challenge

- Expensive & time-consuming order-booking process and support
- Poor tracking of sales team's activities
- Wearisome manual reporting process
- Insufficient insights into retailer order management
- The unmet requirement for gathering feedback & running surveys

Solution

- Introduction of Cygneto Field Sales Solution with a mobile application (Android / iOS app) for sales executives
- Easy integration with systems such as Tally, SAP, Siebel and other ERPs if required
- In-built features such as location tracking, timely sales report, multiple product-wise sales reports, etc
- On spot customer feedback and survey
- In-depth module wise training session and support

Outcomes

- Streamlined aftersales support
- Enhanced sales productivity
- Improved revenue

About Cygnet Infotech

Established in 2000, Cygnet Infotech works with clients across 35 countries and has a strong team of over 1000 employees. Cygnet Infotech's offerings range from IT Services, Technology Products, and Tax Technology solutions. Aligned with its vision of providing technology enabled business solutions, Cygnet Infotech delivers end-to-end solutions for clients' most pressing business needs.

Cygneto ordering apps provides an entire portfolio of ordering apps for each stakeholder in the supply chain right from customer to manufacturer. It provides a tailored eCommerce portal to sell products online. It also provides a Field Sales Management solution which is an end-to-end sales management solution bringing the company's sales force and company management on the same platform. It enables daily order booking, tracks & monitors inventory, and personnel in real-time. Cygneto Print Commerce offers a unique way to receive orders through print campaigns such as brochures, product catalogs, advertisements and even business cards. Print collaterals contain QR codes for respective products, which enables the customers to directly order the product they need by scanning the codes.

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