

Sales Force Automation



Market

- ◆ FMCG

Product Used

- ◆ Mobile Barcode
Printer
- ◆ Portable Data Termi-
nals

Issues

- ◆ Getting delayed informa-
tion on the Orders
booked by your sales
force resulting in delayed
deliveries
- ◆ Manual Errors in data
entry.
- ◆ Complex calculations by
sales man.

ROI

- ◆ Time saving in data
exchange from office.
- ◆ Possible transfer of
various scheme to
customer.
- ◆ Error Free due to reduce
manual entry.
- ◆ Planning of production
based on the sales.
- ◆ Increased Productivity



Automation Process

Solution has been developed for the sales force supporting FMCG's smaller retailers, enabling sales representatives to accurately track an outlet's sales history, inventory levels and accounting details.

Mobile technology means customer-facing staff does not have to regularly visit their own office. That allows them to stay in the field longer, create better relationships with customers and increase sales."

Every sales guys are provided with the mobile computer which contains the sales order. They use these terminals for booking orders, deliveries to their customer. This helps them to know the history of the customer, payment details and updated various schemes which are applicable to each of their customer.

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