



Sales Review System

About the Organization

It is a company headquartered in Karachi offering sales and services for Kenwood products. Mars Electronics has now turned into a subsidiary of them and it deals in warranty and services only.

Challenges Faced

Client was facing a challenge of managing the sales review in a timely and efficient way with the existing sales review system which lead to excessive time spent on data entry and difficulty in adopting the complex tool, laborious process of continuous maintenance, information updating, information cleansing and system upgrades.

Solution Deployed

Route Mobile provided them the cost effective and time efficient IVR system to manage the review system.

- ▶ Customized IVR system was designed for reviewing each employee.
- ▶ Employee can call the IVR on a given number and track down their performance.
- ▶ Employees are asked to enter their 10 digit mobile number and employee ID for authentication purpose.
- ▶ User can now track his performance and enter the target details with multilevel IVR related questioners.
- ▶ Managers were also given the UI to view, add and manage scores of their employees.
- ▶ Dashboard analytics for review of success ratio.

Impact of Solution

- ▶ Helped sales people to focus more on sales.
- ▶ Focus on automated business.
- ▶ Accurate forecasting.
- ▶ Ease load on employees.
- ▶ 12% increase in sales productivity.