Channel Management

Microsoft
D365 Solution for
Channel Management

Improving Sales Channel Efficiency

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BUSINESS APPLICATIONS FOR DIGITAL TRANSFORMATION

Microsoft
Gold Partner

- Is poor sales force productivity affecting business profitability adversely?

- Is engaging & empowering your dealers to promote your product a challenge?

- Are you struggling to measure ROI on Trade Incentives?

- Are you able to effectively leverage Social Media to engage & service customers?

- Are your efforts to improve Brand Awareness & Brand Affinity giving desired results?
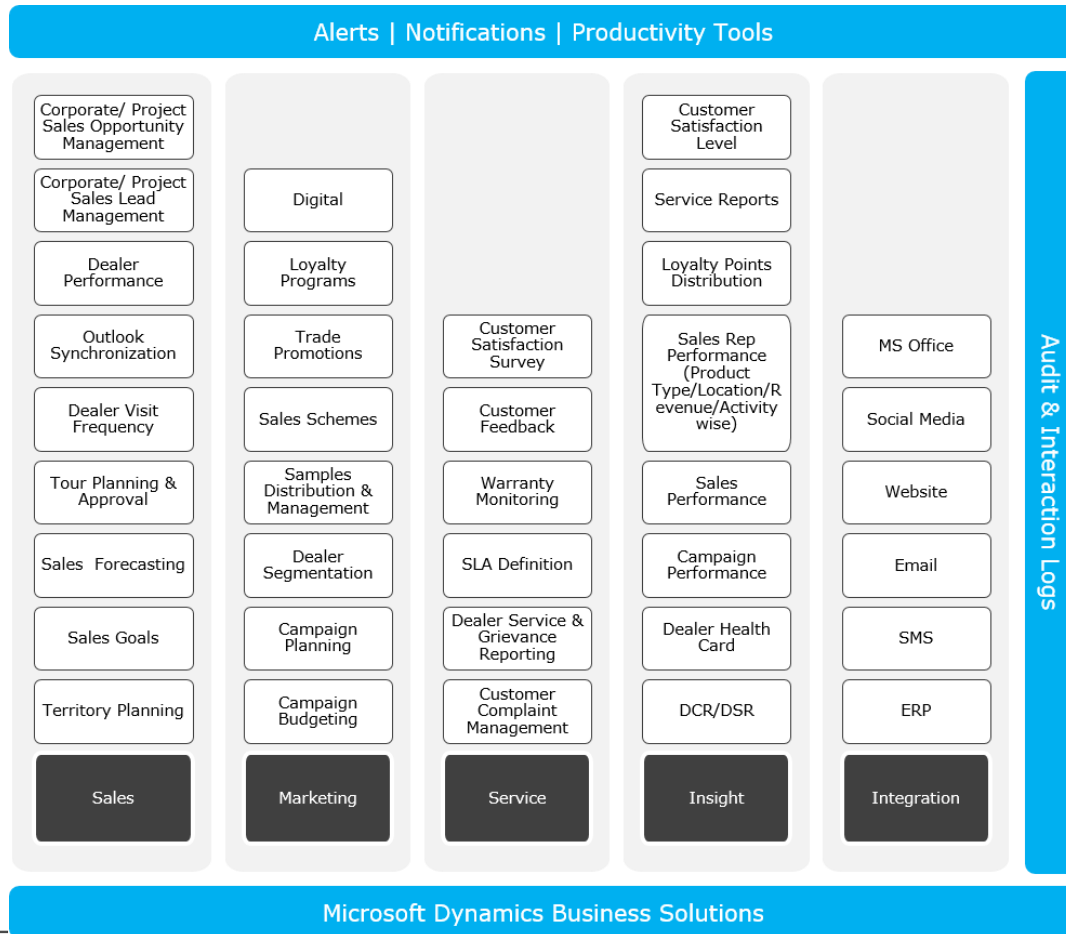
Overview

In industries such as FMCG, Building Material, White Goods, Hi-Tech Equipment etc. which are largely unorganized and typically channel driven; the modern retail format is scarcely adopted. Customer reach, therefore, becomes solely dependent on readiness of dealers – usually not exclusive to a particular brand – to recommend their products to the end customer. Given the extremely competitive nature of these industries, the manufacturers have a growing need to connect with dealers & customers alike, to generate 'pull'.

Challenges for Channel Partners

- **Inadequacy of Sales Force –** Sales team often spends time on unproductive activities such as creating call reports & sales trackers. This adversely impacts their work efficiency resulting in lesser sales & hence reduced profits.

- **Lack of Interdepartmental Collaboration** – In the absence of a central system, information transfer across departments is person dependent which hinders information retrieval besides making reliability of data questionable – this in turn impacts work efficiency of individuals & the organization as a whole.

- **Inefficient Channel Management –** It is important to keep the dealers constantly motivated with schemes & incentives - aligned with market reality and opportunities. However, it is challenging to individually inform them of such schemes and track secondary sales at each dealer point. This prevents companies from efficiently monitoring dealer performance and ensuring adequate ROI on incentives.

- **Fragmented Customer Data –** Lack of a central system results in customer data being fragmented across departments – and unusable. It is necessary to have consolidated customer data – segmented on relevant parameters – to study purchase patterns & behavior – in order to formulate retention & promotion strategies.

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Alletec Dynamics 365 Solution for Channel Management

Alerts | Notifications | Productivity Tools

Sales	Marketing	Service	Insight	Integration	Audit & Interaction Logs
Corporate/ Project Sales Opportunity Management			Customer Satisfaction Level		
Corporate/ Project Sales Lead Management	Digital		Service Reports		
Dealer Performance	Loyalty Programs		Loyalty Points Distribution		
Outlook Synchronization	Trade Promotions	Customer Satisfaction Survey	Sales Rep Performance (Product Type/Location/Revenue/Activity wise)	MS Office	
Dealer Visit Frequency	Sales Schemes	Customer Feedback	Sales Performance	Social Media	
Tour Planning & Approval	Samples Distribution & Management	Warranty Monitoring		Website	
Sales Forecasting	Dealer Segmentation	SLA Definition	Campaign Performance	Email	
Sales Goals	Campaign Planning	Dealer Service & Grievance Reporting	Dealer Health Card	SMS	
Territory Planning	Campaign Budgeting	Customer Complaint Management	DCR/DSR	ERP	

Microsoft Dynamics Business Solutions

Benefits

- **Channel Empowerment –** Dealer Management Solution – built on Dynamics 365 Platform– acts as an interface between the manufacturer and the dealers. A custom-built dealer portal pushes trade schemes & incentives to the dealers; and invoices, expense claims & inventory updates to the company. This facilitates secondary sales tracking & dealer performance assessment.

- **Sales Force Automation** – D365 CRM generates standard sales report, simplifies activity recording, allows information sharing and makes data available on the go. This lets the managers be in control anytime-anywhere and enhances sales productivity – in turn leading to improved profitability.

- **Process Automation –** D365 CRM automates processes by enabling real-time online order punching at the dealers' end. It formalizes interdepartmental communication through common interface, thereby eliminating person dependency. Central customer data repository – accessible through mobile apps increases accessibility and further boosts productivity.

- **Customer Engagement –** D365 CRM has inbuilt capabilities to simplify marketing campaigns management and customer engagement on social media. With complete Social Media integration, D365 CRM enables you to interact with, service and get quick feedback from customers at minimal cost. Social Media Metrics also help in analyzing engagement patterns. Social Media Engagement & customer service help enhance the overall experience of existing customers. Marketing & promotional campaigns can also be executed easily and tested for effectiveness & ROI.

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