Sales Process Automation For A Tractor Manufacture

500+ sales reps pan india of Eicher Tractors (A subsidiary of TMTL) use a custom sales process automation application to manage leads including their first information and sales rep's sales funnel.

CRM Application for Field Force

Sales process automation for:

- Best-in-class governance
- Centralized collaboration

Business goals behind creating this custom application are

- Close monitoring of the dealer sales channel
- Better sales conversion
- Sales analytics

Business impact by the application

- Organized leads data for efficient sales funnel monitoring and conversion.
- Predictive sales forecast and lost opportunity analysis
- Dealers and their sales reps' performance
- Buyer Feedback mechanism for product enhancement

About Us

Softude (previously Systematix Infotech) is a global IT consulting and services company withexpertise in architecting digital transformation solutions and providing software product engineering services. Softude is dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 30+ countries are engaging audiences in-venue, on the web, and on personal mobile devices. With a highly competent and trusted team of 378+ employees, Softude delivers digital brilliance that accelerates digital-first journey of brands

The company is a CMMI Level 3 appraised, ISO 27001:2013, and a Great Place To Work For Certified.

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