# PWA empowers 10000 Users in the Value-chain of a Tractor manufacturer

# Summarizing Situation

India's 60-year-old well-known brand in the automotive manufacturing industry was struggling with the increasing use of counterfeit spares being used during the repair of their vehicles

When they explored more, they found that there are many reasons for this. Some of them were:

• Less awareness about genuine parts, newly launched parts & schemes

• No visibility into secondary sales data in the distribution channel

• No access to the distributor's inventory and fill ratio

• No record of field teams' activities, expenses, and ROI on these activities

The problem statement was that due to the lack of visibility into secondary sales data, they could not analyze and strategize sales of genuine spare parts.

They also realized that the current process about enquiring availability of spare parts was verbal among the retailer, distributor, and field force, and the client.

## Impact on Business

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• The average life of the vehicle came down from 15 years to 12 years

• Pre-owned vehicle sales increased by 24% in the last 2 years in the market

## Resolution

The client and Softude had a brainstorming meeting to mitigate the risk. It was realized that there are different entities involved in the process. Therefore the situation could be streamlined by introducing two separate mobile applications; One order management application for the retailers and distributors and second for the distributor's field force management. Softude didn't just create mobile apps, but they also helped the client in creating more matured processes.

Downloading an app and its adoption by business users is a challenge. Considering this, Softude decided to use the Progressive Web App platform, which gives ease of browser app as well as an option to add the app icon to start using the same as a mobile app. The application now enables the client to see all the communication and transactions between the retailer and distributor, retailers' orders of spare parts on the distributors, distributors' turnaround time against the orders, and distributor's inventory status. The application also helps the client to broadcast information on the newly launched parts & schemes to distributors and retailers. The second application helps in connecting field force with the client. The client can see field forces' beat plan, their field activities, sales volume by state, city.

Softude also helped the client generate 20+ analyses and 15+ reports helping the client make an evidence-based decision. Some of the reports and analysis are

• Beat Plan for PSE / TM / RM

• Beat plan tracking and adherence report

- Activity plan

- Activity report

- Fill-in ratio Reports

- Collection in comparison to outstanding

- Short Stock Fulfilment and many more

## Resolution Impact

Some of the most significant achievements for the client are

- Spare Parts requirements predictability with data analytics

- 47% increase in spare parts sales within 3 months of applications deployment

- Complete visibility of operations in the distribution channel PAN India and tracking of activities and performance of the field force

- Streamlined order management and fulfillment system between retailers' distributors

- Improved fill rate at distributors and retailers end

Other benefits for :

- Improved sales efficiency and productivity

- Auto-generation of PO for short stock

- Mentoring, tracking, and approval of field force teams' activities at all levels

- GPS tracking of field force

- Opportunity to identify the roadblocks in the supply chain and fix the issues

- Promote sales of the genuine parts and keep the channel information on new promotions