

## How Digital Solutions Led To Better Leads and Communication?

SML ISUZU is a renowned commercial vehicle manufacturer, specializing in buses, ambulances and customized vehicles. Explore how our ERP solution helped them manage their employees and clients with ease.



### Lack Of Workflow

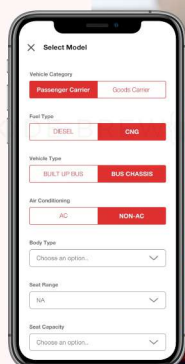
Comprehensive set of digital solutions was provided, including an in-house app, to manage their flow of work.

Our solutions helped with execution and automation of business processes, leading to more productivity.

### Need Of Lead Management

A scalable customized ERP solution was built according to their business needs.

It helped managing and analyzing inbound and outbound leads with greater efficiency. A 40% increase in the conversion rate was observed.



### Employee Handling Issues

A specific portal was created to make their employees log in according to the designation.

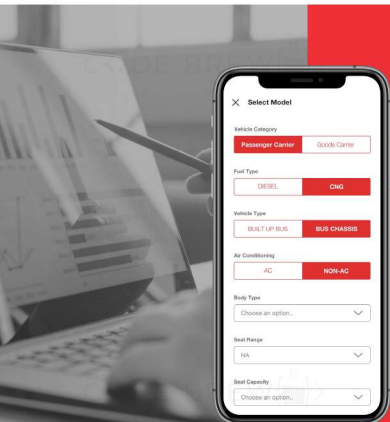
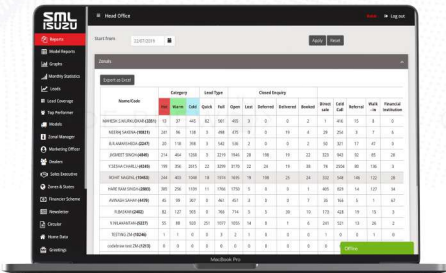
This setup helped staff to collaborate with other team members inside the ERP platform, making their business more competitive.



### Lost Lead Track

A CRM module was included in the digital solutions offered.

After getting the CRM, they were able to track their lost leads smoothly, and the rate of converting lost leads increased up to 30%.



### Shortfall of Proper Analytics

A dedicated app for the QA team was created to keep a closer eye on their analytics.

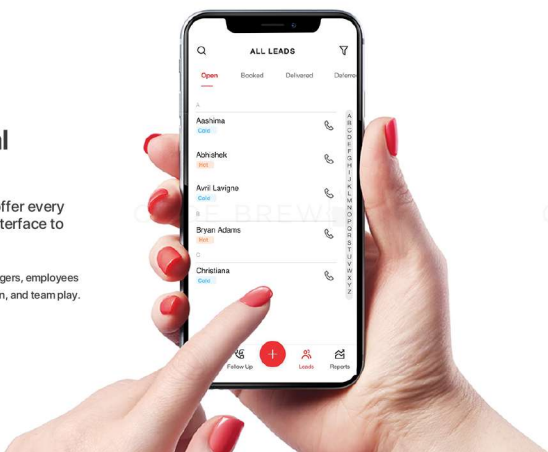
The manual labor was eliminated and the team empowered to shape better strategies.



### Dearth Of Internal Communication

The application was created to offer every team member a seamless app interface to communicate.

Smoother communication between the managers, employees and sales team led to a culture of collaboration, and team play.



After getting their ERP solution, SML ISUZU successfully raised their sales graph by 43%. A more efficient, motivated, and productive workforce is a resultant of good internal communications.

**43%**  
Sales Increased

**65%**  
Quality Analytics

**72**  
Lost Lead Track

Looking for an ERP Solution tailored specifically for your needs?

Sign Up Now

We'd Love To Get In Touch

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