



**Silwana Infotech**  
Investing into Innovation

CASE STUDY

# Creating Efficient Business Operations for an FMCG Client With Silwana CRM



Country

UAE

Domain

IT Services

## CLIENT PROFILE

One of our esteemed clients was a renowned FMCG company that sold packaged snacks. They are located in Rajasthan and are a prominent entity in the FMCG goods industry. The company is a large one supplying its products across the country. They approached us for our CRM software as they faced difficulties managing certain aspects of their operations, like order management, call management, reporting, attendance, pricing, etc. We also provided other features like route optimization, mapping out visits and customer locations on mobile.

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## THE CHALLENGE

The client faced issues managing the large employee and customer base, its enormous quantity of products, and communication with the customer. Here are the major challenges we faced as we worked with the client.

- The company's large size meant they required proper management of employee attendance and leave.
  - They also required a proper reporting system. Reports from one level to the other needed to be easily shared and unified in a single space.
  - The sheer size of its customer base also meant that there needed to be a system to handle the complex customer relations mechanisms.
  - With manual systems, it was difficult to keep a tab of the different sales orders, track them, maintain proper supply chain status, etc.
  - The need for a sales rep to have optimized routes was also a challenge. Efficient use of mobile technology, geolocation, and customer data to optimize field operations.
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Silwana set up its feature-packed CRM, which helps the client streamline and automate different processes and increase their employees' overall productivity and the operations' efficiency. Here is how we helped them do that.

- **Order Management:** Our CRM system now enables the client to manage purchase orders, track them, update supply chain status and more from a single platform. They can create and update sales orders from the same platform.
  - **Call Management:** The CRM has features that build better customer communication channels. The client can now generate and manage calls more efficiently. It has contact manager features that help with scheduled call lists, incoming enquiry calls, allotted calls etc. It also has auto-call generation features that manage regular customers.
  - **Reporting:** A unified platform and easy-to-use dashboard allow users to share reports easily within the system.
  - **Attendance:** Attendance management features allow the employees to log in their attendance even remotely, apply for leave and keep a tab of working days etc.
  - **Pricing:** The pricing of the products can now be managed according to the customer and area-wise changes, generate special price requests etc.
  - **Routes Optimization:** The route optimization feature provides the client with the ability to plan the route for sales reps, improve door visit efficiency, gather customer data and contact information, and call reporting using geolocation and geo-tracking.
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## Outcome

The client was fitted with our CRM software and benefited from its many features. We help implement the software and enter the data to get it up and running. Our software helped the client optimize its operations at many levels. We helped the client with creating better relationships with its customers through our call management system. Our route optimization feature helps the sales reps to perform most effectively and maximize productivity. We also helped create a shared platform in our CRM software with a dashboard where all the common data and reports can be shared. Be it sharing reports or any form of data, we ensure there are no data silos. Our features also create better price management for our clients, so they do not have to do everything manually. The overall performance of the client has improved thanks to the automation feature.

Get in touch with us today!

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## About Silwana Infotech

Silwana Infotech is a market-leading name in global IT services. With headquarters in Dubai, UAE, development centre in India, and presence across 7+ locations, we are spearheaded by a leadership team comprising industry expert, business-technical analysts, and subject matter experts with far reaching experience of more than 2 decades.

Our comprehensive IT services range from software development, product engineering, infrastructure services, and solutions based on emerging technologies like AI, BI, IoT, Blockchain, AR-VR etc. to digital marketing, content creation and resource augmentation. Our technology products include ERP, HRMS, CRMS, and various industry-specific solutions.

As a complete IT partner for enterprises and businesses, we harness advanced technologies to conceptualize, develop, and implement innovative products and solutions that make lives easier. We are proud to be your partner in success!



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