# Silwana Infotech
Investing into Innovation

# How a Leading Chemical Industries Client Improved Data and Call Management with Silwana CRM

**Country**

UAE

**Domain**

IT Services

The client is a leading chemical supplier for several top organizations in the country. They are located in the Ahmedabad region, with their products being sold all over India. They are a large organization providing a steady supply of chemicals for many market leaders and others.

As an industrial product supplier, they could not handle the large amount of data they generated daily using outdated systems. Silwana Infotech implemented its CRM software customized to the needs of the company.

The client is a large industrial supplier of chemicals to various leading product-based businesses. Their major challenge is the sheer size of the business being run on outdated systems like Excel Sheets. This was time-consuming as all the work had to be done manually. The client simply employed a handful of employees to manually handle all the data.

As a large industrial supplier, the client has a huge volume of supply on a day-to-day basis. They also have an extensive client base across the country. The amount of data to be processed every day manually was simply too much.

They find it increasingly cumbersome to use manual data processing as the volume of the business increases over time. The client found it not feasible to operate this way. Plus, Excel offers limited useful features that a large industrial producer can apply to their operations.

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.

- Centralized and automated platform for data: Brought together all the customer information to one place so that it can be easily collected, stored, and tracked through automated processes or manually. This improves data management, sales processes, and responsiveness to the market.

- Auto-call generation feature: This feature is an AI-based feature custom-made for clients in the industrial product supplies niche. This feature was apt for our esteemed client, who could then use this to generate automated calls using the data input into our AI engine.

- Assisted CRM Implementation: Our CRM software has many features like Customer detailing, Product Management, Price Management, Lead Management, Back Office Support and much more. All these features can be utilized to optimize the operations of any business. We ensure our client has a detailed understanding of the different features and their working. We assist in implementing this versatile software and enter all the data into the CRM system to start running and execute its functions. Our executives provide thorough training to the client's employees.

## Outcome

With the implementation of the CRM software, our chemical industries client got a better system to handle and process its data, customer management, and communications. With better handling of the customer's data, all the information regarding the customer is brought into a unified platform and can be managed from there. The system helped categorize customers according to historical data, area, potentiality and many other criteria. It enables regular follow-ups and better sales. With our AI-powered auto call generation feature, the client could conduct better customer service, follow up and improve overall communications. Our CRM software also helps with product management, price management, opportunity and lead management etc., to give the customer an overall streamlining of their otherwise scattered processes.

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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