

# Case study

Customer	<b>Effort Logistics</b>
Industry	FMCG
The challenge	Keeping up with the competition in the FMCG distribution and devote more time towards core business practices.
The solution	Easy implementation of Nokia Tej led to efficient distribution systems with on-time deliveries.
The Nokia Tej edge	Improved productivity of Salespersons, enhanced customer satisfaction, focus on core business to increase retail reach

## Leveraging mobile technology to make a retail thrust

Effort Logistics, a distribution company based out of Jamshedpur, realised the increased competitive environment in the FMCG distribution space and required innovative strategies to improve its presence in the retail sphere while maintaining costs. By using Nokia Tej, Effort Logistics is providing more frequent and on-time deliveries, which improved productivity of its sales and warehouse people while increasing the satisfaction of Salesperson, delivery service personnel and company personnel.

### The Challenge

Effort Logistics has a 1 crore turnover and operates out of Jamshedpur with an employee strength of 15 people. The company is a leading distributor of FMCG products and is also a third party logistics provider. The company distributes products for GM Pens (the makers of Reynolds Pens), Godrej Hersheys, Priya Pickle, Ferrero (makers of Ferrero Rocher) and Lotte India (leading makers of confectionary in India). Effort Logistics services 1400 retail outlets for the FMCG products it distributes across Jamshedpur. At 70 invoices and 30 collections in a single day, the transaction volumes

“Our old style of working has to change, our clients are demanding more frequent supplies, on-time servicing and higher levels of customer service, all in the same margins,”

remarked Binay Pandey, Owner, Effort Logistics.

are very high. While FMCG distribution is becoming highly competitive, the number of retail outlets is also growing at a very fast rate. Hence, the Retailers are now increasingly demanding more frequent deliveries and faster turnaround time. The current cost pressures of the economy are making it challenging for Distributors and logistics service providers like Effort Logistics to meet the demands of the market with the existing way of managing business. With too much time being spent on administration tasks, Binay and his team couldn't focus on the core business. Keeping these objectives in mind, Effort Logistics decided to implement Nokia Tej for its sales operations.

### The Solution

Two forms for sales order processing and collections were outlined for Effort Logistics on Nokia Tej. Half of the sales team of Effort Logistics, who dealt directly with the Retailers, were provided with training on the use and implementation of NokiaTej. The Salespersons communicated orders taken and collections made during the day on an online basis. The delivery personnel picked up the orders received as



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and when they came in and the despatches were made throughout the day to the Retailers without waiting for bulk orders to get accumulated.

“The overall implementation of Nokia Tej took less than one week. The client found the application very easy to use, training the sales personnel was quick and simple,” reminisces Devang Gandhi, Owner Empire Infotech, Implementation Partner for Nokia Tej.

The company is looking to extend Nokia Tej to the Distribution service personnels, so that deliveries made can be captured on Nokia Tej. In a few months from now, the company is also looking to further extend this service to the third party logistics business of the company and to the rest of the Salespersons.

## Enhanced productivity

Nokia Tej has enhanced productivity for everyone in the organisation. Before the implementation, the Salespersons would come back at the end of the day, then the orders would be logged and despatches made. Since the transaction

Nokia Tej has increased productivity for everyone in the company. My Salespersons finish their sales cycle faster, my warehouse people have despatched all orders the same day. My collections are received and logged the same day,”

proudly says Binay Pandey, Owner, Effort Logistics.

volumes are large, 70 invoices and 30 collections a day, this was a time consuming exercise. After Nokia Tej has been implemented, the Salespersons return only to deposit the collection money while orders are already in the system through the Nokia Tej application on their mobile phones. Traditionally, the delivery people used to work way into midnight to make the despatches. But ever since the streamlining of the order management process has taken place, it has helped them maintain a healthier work-life balance as despatches are made through the day with quicker collection of orders.

## Customer satisfaction

Since deliveries are made in a matter of a few hours of the order being logged, the Customers are delighted by the fast turnaround time. Earlier the deliveries would reach the Retailer late in the night which would sometimes be accepted and checked only on the following day. While now, the Retailer is able to stack the products on the shelves on the very same day.

“I expect my sales to increase in the coming months,” exclaims an ecstatic Binay Pandey, Owner, Effort Logistics.

## Time to focus on core business

The owner and senior management should not spend a lot of time on transactions, orders, invoices and deliveries. A lot of follow-ups were earlier required to coordinate the process and to make sure everything was on time. With the entire process being online and executed in real time, the information being accurate, the owners are now able to focus on their core business that is to increase their retail reach and take the logistics business to greater heights.

