

Case study

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Leveraging Mobile Technology to Slash Order Execution Time by 50%

Customer	Global Oil Industries Limited
Industry	FMCG
The challenge	Caters to a frivolous market. Prices change everyday affecting the orders taken from customers.
The solution	With Nokia Tej, orders are received in real-time and Sales persons are kept updated of the current selling price.
The Nokia Tej Advantages	Paperless office and record keeping, and time to focus on strategic growth plans.

Global Oil Industries Limited, an edible oil company based out of Bangalore, has a massive network of around 10,000 Retailers across South India. With a turnover of over INR 200 crore, the company headed by Mr. Ramanlal M. Shah manufactures products like Sun Swad, Rice Lite, Sun Roop and Nutra Chef–Soya chunks in the manufacturing plant at Adoni, Andhra Pradesh.

With a large Sales and Agent network spread across varying geographies, including remote locations, the company needed an efficient order management solution in order to manage the Sales and Agent Staff. The solution had to be easily accessible in order to be a success and work effectively.

Global Oil Industries Limited decided to choose Nokia Tej for selling and through it, delivers an enhanced experience to its Sales/Agents community and its Customers.

The Challenge

Global Oil Industries Limited caters to a frivolous market. Oil prices are sensitive and fluctuate widely over a short time span, sometimes even 2-3 times in a day. Despite the price cycles, the company knows that it has to focus on the long-term situation when it comes to achieving growth and making sound decisions. In spite of the soaring prices, demand for oil continues to grow unabated.

The Marketing Director, Mr. Sivanand Bhat, points out, “The biggest challenge lies in controlling costs, improving controls and managing risks. Since our Sales teams were divided over a large geographical area, we had a huge inventory loss. If the order did not reach us on time, we could not dispatch the delivery of the oil products and this led to a lot of dissatisfaction within the entire company. Our first objective was to solve this problem.”

“The tracking system in Nokia Tej is excellent, with this we were able to increase the sales by 250% and has increased the promptness of the sales officers by tracking and regulating the timings.”

- Mr. Shivanand Bhat, Marketing Director.



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He added, “Apart from the delay in dispatching the products, we had no means to assess the value of a particular Sales person. It was also difficult to see where the delay was happening in the huge loop that was formed & therefore there is a need of a more streamlined way of business management.”

The Solution

The company implemented Nokia Tej to manage its ordering and dispatch process. The goal was to reduce the delivery cycle and track the performance of the Sales and Agent community. It resulted in consolidated orders where reports were generated to further analyse the process and take business decisions in accordance.

The biggest benefit was the dispatch of products on time due to getting the orders in real time by the Sales teams. Earlier, the Salespersons had to send orders through e-mail. With Nokia Tej, they can now send the orders directly from the field. This ensures that the sales team spends more time in meeting retailers – thus increasing the customer connect count. The net result has been an increase in the Sales team’s productivity.

With faster orders coming directly from the field, dispatches happen thrice daily. This results in quicker movement of inventory – thus improving business parameters. In a business where prices of oil fluctuate on a daily basis, the Sales team had to call up the administrator to find out the latest price. Now, the same is pushed directly to Nokia Tej application on the mobile phones. Result–no communication gap/missed commitments.

As the Chairman and Managing Director, Mr. Ramanlal M. Shah sums it, “With Nokia Tej, we have been able to plug out most of the loopholes in the Sales Department. We have literally converted time into money!”

The Nokia Tej Edge

“We are ecstatic! Our worries have been resolved and our Customer now knows his order status at all times. When they receive the automated order status, my Customers feel reassured that they are working with a ‘big’ company” says Shivanand Bhat, Marketing Director.

Customer Satisfaction

Since Global Oil Industries Limited is trying to increase its market share, it is essential to develop friendly relationships with its Customers and not just do the bare minimum by delivering the products. Nokia Tej ensures that all information on order execution and delivery is shared with the Retailers on a real-time basis. This adds to Customer satisfaction and confidence.

Reduced Errors

By moving on to an efficient order management process through Nokia Tej, the rate of manual errors has gone down drastically. The Sales team has to punch in order-related information and not generate manual reports on the orders. This saves a lot of time and also helps them develop better relations with their Customers to grow the business.

Time to Focus on Core Business

As the demand for Oil is on a steady growth, and the traditional techniques of manufacturing edible oil are exhausting, Global Oil Industries Limited can now focus on innovation and latest techniques for manufacturing. Since Nokia Tej helps in managing the everyday process, the business leaders can strategise to improve Customer satisfaction and build larger market shares profiting the shareholders as well as the Customers.