

# Case study

Customer	<b>Kalpna Corporation</b>
Industry	Pharmaceutical distributor
The challenge	Enhancing the speed and accuracy of deliveries to keep pace with the growing volume of orders received.
The solution	Salespersons take orders on their Nokia Tej handsets. Orders are transmitted in real time to the Head Office.
The Nokia Tej edge	Improvement in accuracy of orders, increased speed of order servicing and a lower dependence on skilled manpower.

## Enhancing Speed And Accuracy For Faster Business Growth

Kalpna Corporation is a 40-year-old enterprise engaged in pharmaceutical distribution in Mumbai. The company is the appointed distributor for over 35 multinational and Indian pharmaceutical companies such as Anglo French Drugs and Industries (products in Vitamins and food supplements segment), Abbott Laboratories (products like Digene, Brufen etc.), FDC Limited (Ophthalmic products) etc. It is a well respected and an established player in the market. The company has plans of growing the business manifold through improved service to retailers.

### The Challenge

Kalpna Corporation services 1000 retailers, with over 2500 pharmaceutical products. Orders are taken from the retailers at least once a week. The company has 7-8 salespersons and a similar number of back-end and delivery staff. The volumes of orders being serviced is large and is growing very fast.

In the pharmaceutical segment, the number of stock keeping units are very large. Typically each order from a retailer would consist of an average of 25 to 30 line items. The process of dictating the order over the phone or typing it

out for generating bills generally leads to errors. Earlier, the order was placed once the salesperson returned to the office or when he took a break to give the order over the phone. These had to be entered into the computer system, after which the delivery took place.

“Pharmaceutical distribution is a cut-throat business, there are many players like me. The retailers do not want to hold inventories, they want to order smaller quantities and want faster deliveries. The business is becoming tougher every year”,

remarks Ashish Panjwani, Partner, Kalpna Corporation.

### The Solution

In November 2010, Kalpna Corporation implemented Nokia Tej for their sales order processing. All the members of the sales team were given Nokia Tej handsets with Nokia Tej loaded for their use. The salespersons now take the orders at the retail outlets on their Nokia handsets. These are transmitted in real time to the Head Office. Currently these orders are uploaded manually to generate invoices for delivery. Soon, the second phase will be implemented wherein integration with the invoicing system has been planned so that the invoices can be generated automatically.

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“The implementation was extremely smooth, since the handset application and server application are very easy to use”,

says Ashish Panjwani.

Currently, most of the salespersons have stopped using manual order books, and all orders are being taken through Nokia Tej. As a result, there has been a dramatic improvement in accuracy of orders, increased speed of order servicing and a lower dependence on skilled manpower.

## **The Nokia Tej Edge - Benefits**

“Since the dependence on a skilled person has reduced, this will greatly enhance the stability of my business”,

observes Ashish Panjwani.

Due to the implementation of Nokia Tej, human errors in dictating orders have been completely eliminated. Such accurate order processing will make a long-term impact in servicing the retailer better. The speed of servicing has also increased manifold. With Nokia Tej, the order is received as soon as it is taken and sometimes the servicing of the orders is done in just a few hours.

Earlier, at the warehouse, the computer operator generating the invoices used to be a person who remembered 2500 item codes for faster generation of invoices once the orders came in. This individual needed to be well trained and skilled. With Nokia Tej, the order is now transmitted with the product codes and therefore any computer literate person can easily generate the invoices.

“It’s a matter of great pride for us that we are among the first companies to implement such a cutting edge solution to improve our customer service”,

summarises Ashish Panjwani.

