

# Case study

Customer	<b>Sagar Petroleum</b>
Industry	Petroleum Products
The challenge	The small sales staff has to manage and service all the dealers in the region they operate in, which is 10 dealers on an average everyday.
The solution	The company implemented Nokia Tej to automate its order taking process and the orders are now processed in real-time..
The Nokia Tej advantage	The time taken to execute orders has been reduced to almost half the time taken earlier using traditional methods.

## Petroleum products manufacturer uses Nokia Tej to reduce its order completion time by 50%

Sagar Petroleum is a 35-year-old company that manufactures and markets lubricants and specialties for all kinds of automotive, industrial and agricultural needs. Based in Hyderabad, Andhra Pradesh, Sagar Petroleum has a strong presence in the petroleum and allied products market in the state.

The company has been growing at a strong 10% year-on-year and has ambitious plans to go national in the next 2 years. Also, over the next few years, the company plans to manufacture and market international brands in collaboration with multinationals.

As a step towards its ambitious plans the company has implemented the Nokia Tej solution for its marketing and sales staff. One of the earliest benefits it has seen has been

the dramatic decrease in the duration of its order completion cycle, which is a huge benefit that is being realized by the dealers in faster deliveries of orders.

### The Challenge

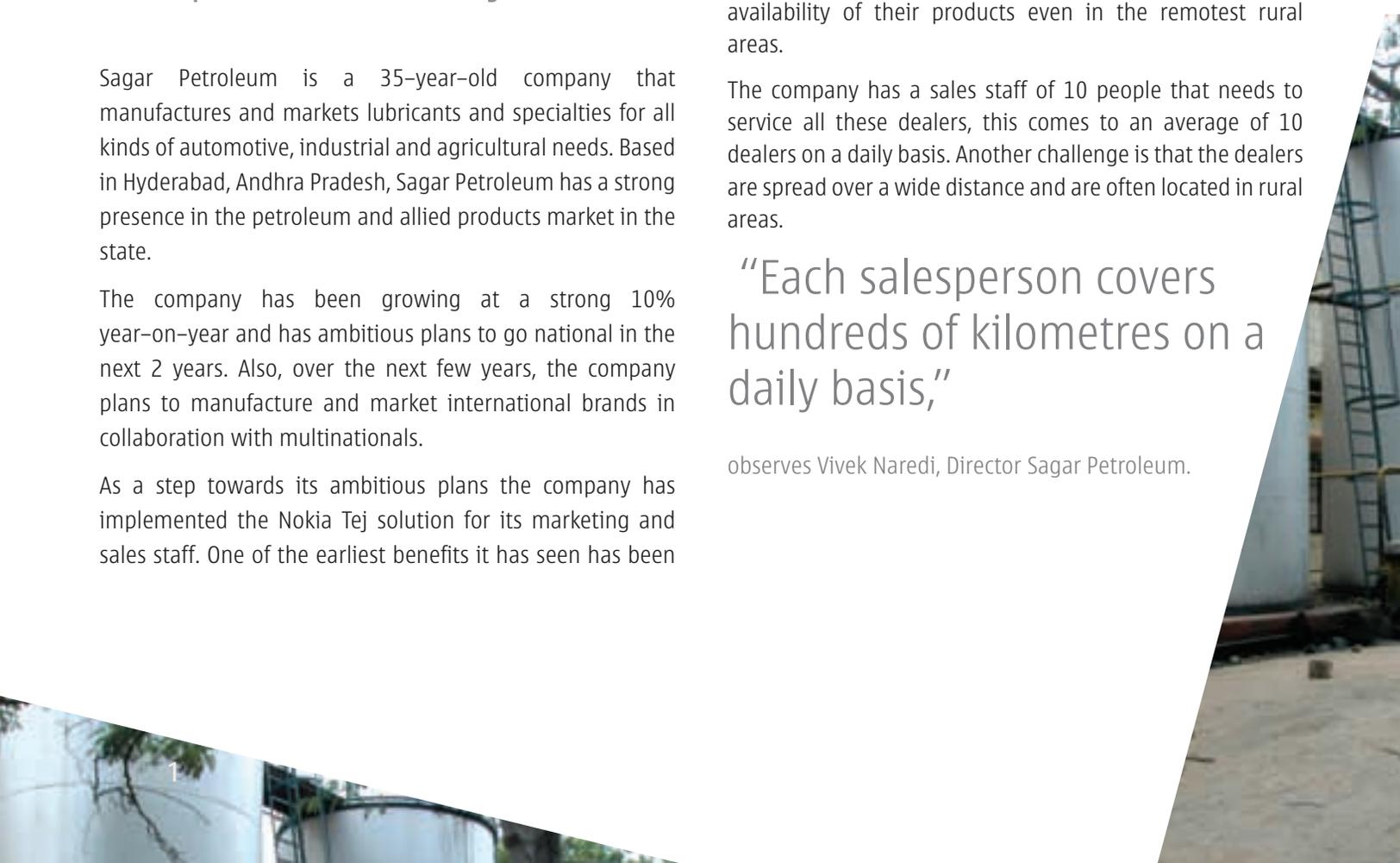
The founder of Naredi group, Late Shri G.Kishanlal, founded Sagar Petroleum as a trading company and today, the company has taken many strides forward towards becoming a manufacturer of the same products. The company has an employee strength of about 50 with a large infrastructure geared to produce 10,000 kilolitres of petroleum products per annum. They service about 3,000 Dealers statewide and are now also making forays into neighbouring states like Tamil Nadu and Maharashtra.

The company has a total of about 45 products, all of which are sold under the Sagar brand. Out of these, the Turbo and Hydraulic Oil constitute 50% of total sales. Sagar Petroleum has an efficient distribution system that ensures a consistent supply to all its direct and indirect dealers and provides them a cutting edge over their competitors. This has ensured the availability of their products even in the remotest rural areas.

The company has a sales staff of 10 people that needs to service all these dealers, this comes to an average of 10 dealers on a daily basis. Another challenge is that the dealers are spread over a wide distance and are often located in rural areas.

“Each salesperson covers hundreds of kilometres on a daily basis,”

observes Vivek Naredi, Director Sagar Petroleum.



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The Salesperson collects the order on an order form that he couriers back to the head office, the company does not allow any order taking on the phone. The form takes 3-4 days to reach the office all adding to the total order processing duration.

## The Solution

The company implemented Nokia Tej to automate its order taking process. A full implementation was carried out wherein all the 10 members of the sales team were given Nokia handsets with Nokia Tej loaded and customized for their use. The implementation was carried out by Jeevan Softech, Nokia's implementation partner in Andhra Pradesh.

“It was a smooth implementation experience, it took us 3-4 days to get the application setup and ready to use for all the sales staff,”

observes Shekar Narla, Head Business Development, Jeevan Softech.

Hands-on training was given to the team on how to use the application. With the implementation of Nokia Tej, the orders flow into the headquarters on a real-time basis. The 3-4 days that it took for the courier to reach the office has been shaved off. The order now flows into the Nokia Tej web page instantly from where the respective account manager picks it up and sends it forward for processing.

## Faster Order Execution

Before the implementation of Nokia Tej, order taking forms were sent to the head office by courier. Once the order form reached the headquarters it took another 3-4 days to execute the order, dispatch the goods and have them reach the dealer. With Nokia Tej implementation, the time taken in the courier has been saved and orders are now being executed in half the time.

## The Nokia Tej Edge—Benefits

“Earlier it took about 3 days for the order form to reach us and another 3 days for us to process the order and for the goods to reach the Dealer. With the implementation of Nokia Tej, the 3 days taken in the courier have been saved, we have seen a 50% reduction in the duration of our order completion, which is tremendous.”

says Vivek Naredi, Director, Sagar Petroleum.

## Quick Implementation

“Sagar Petroleum had no hiccups on the application front,”

says Vivek Naredi.

The implementation experience was smooth, no specific customisations had to be carried out for the processes at Sagar.

Sagar Petroleum would like to use other features in Nokia Tej too, one feature they would like to use soon is carrying out the collections through the handset.