Case Study: Galio Automotive

The Problem

Galio is a major Indian auto accessories brand with over 2 million customers and 10,000+ strong sales network. The company manufactures and markets products like body graphics, decals, wind visors, foot mats, car interior accessories, and window frame covers.

The inherent problem with such a vast sales network spread throughout the country with multiple hierarchies is that it's practically impossible to manage the system using the legacy approach. That is what Galio was facing with patchwork based processes using Excel, WhatsApp, and 1-to-1 phone calls.

Because of this, the company was struggling with massive productivity issues when it came to us for a solution. We analyzed the whole sales network, its current business processes, employee base, and the niche market that the company was serving to come up with a solution.

Our Solution

We proposed a CRM based ecosystem to manage Galio's sales network with mobile apps for sales executives. On-field, the executives would use the mobile app, and at the HQ, the backend team would control the data inflow, manage it, and generate reports to guide business decision making.

The CRM brought all the disparate business processes together and provided the Galio team with a one-stop place to manage their entire sales network. Sales executive found the mobile app a game-changer, freeing them from tedious paperwork to focus on customer interaction.

Within a few weeks after deploying the CRM, team Galio saw a massive increase in business productivity and sales orders. They now had a powerful dashboard and reporting functionality to understand the business. The sales executives became more disciplines because of the app's geo-tracking.

Modules Provided

- Inventory management
- Order management
- Sales network management
- Sales staff geo-tracking
- Employee management
- Reporting based on custom KPIs
- Catalog browsing via mobile app
- Ordering via mobile apps

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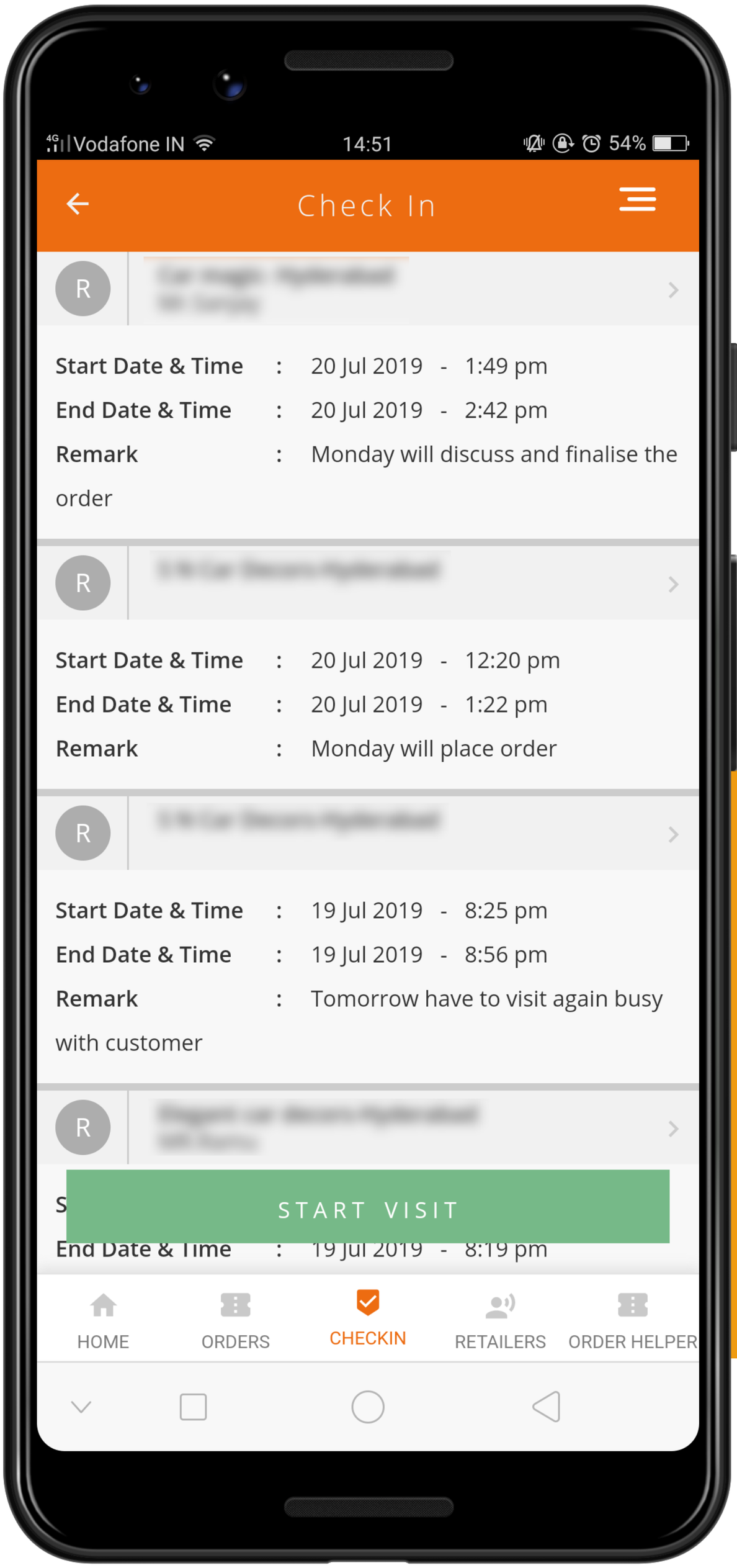

Sales team check-ins provide a revolutionary way to see your entire on-field sales resources by tracking your sales staff, their daily activities, at the same time introducing discipline and boosting employee morale.

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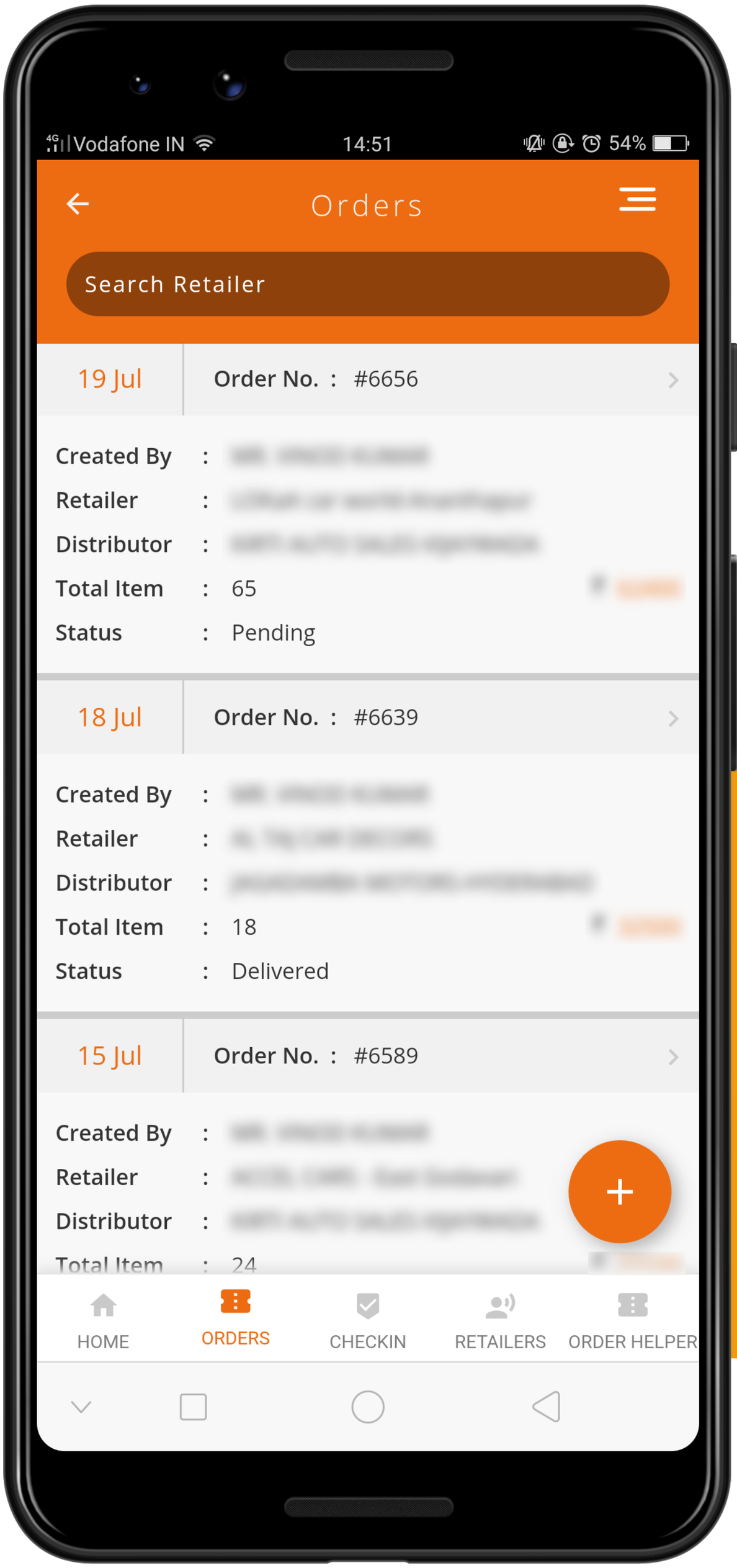
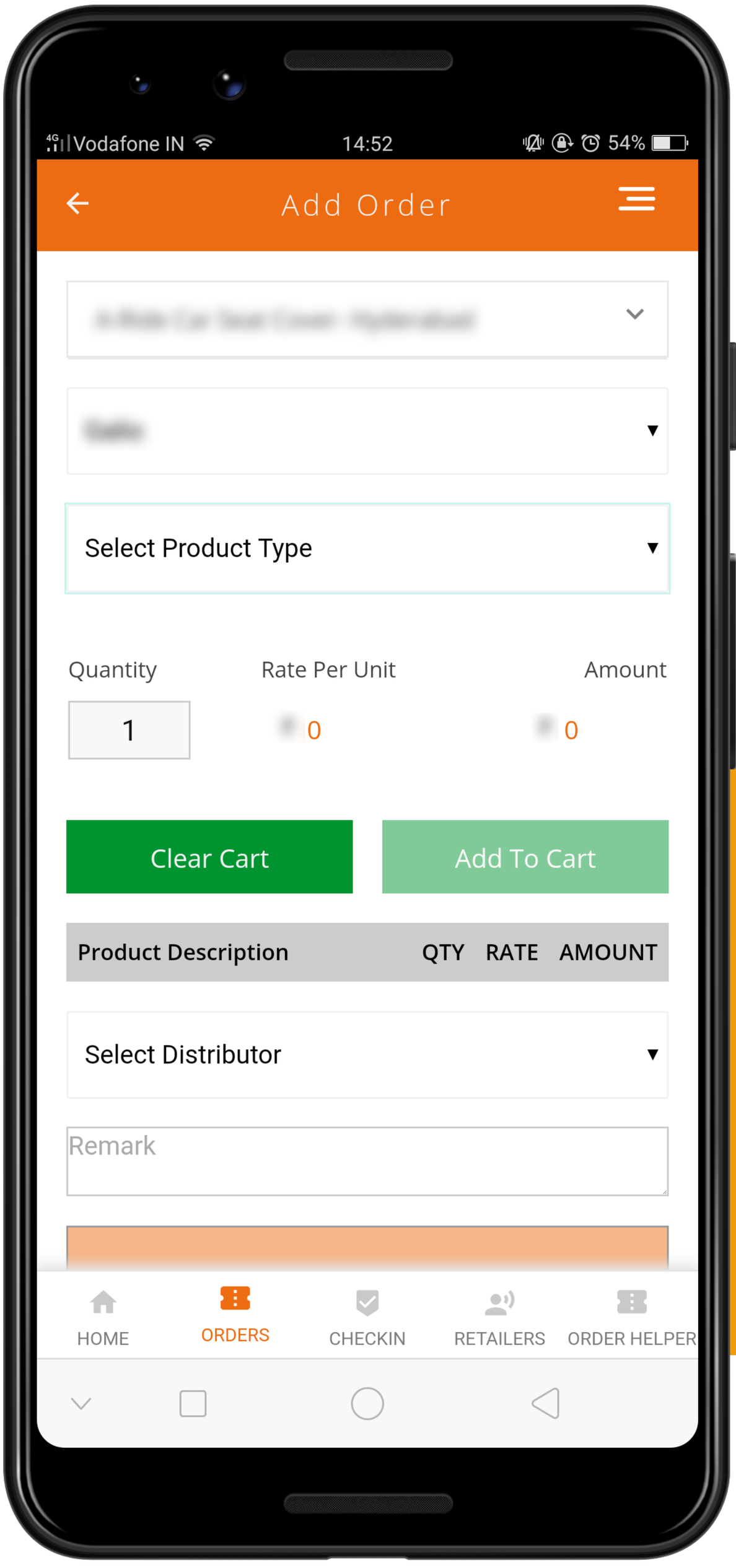
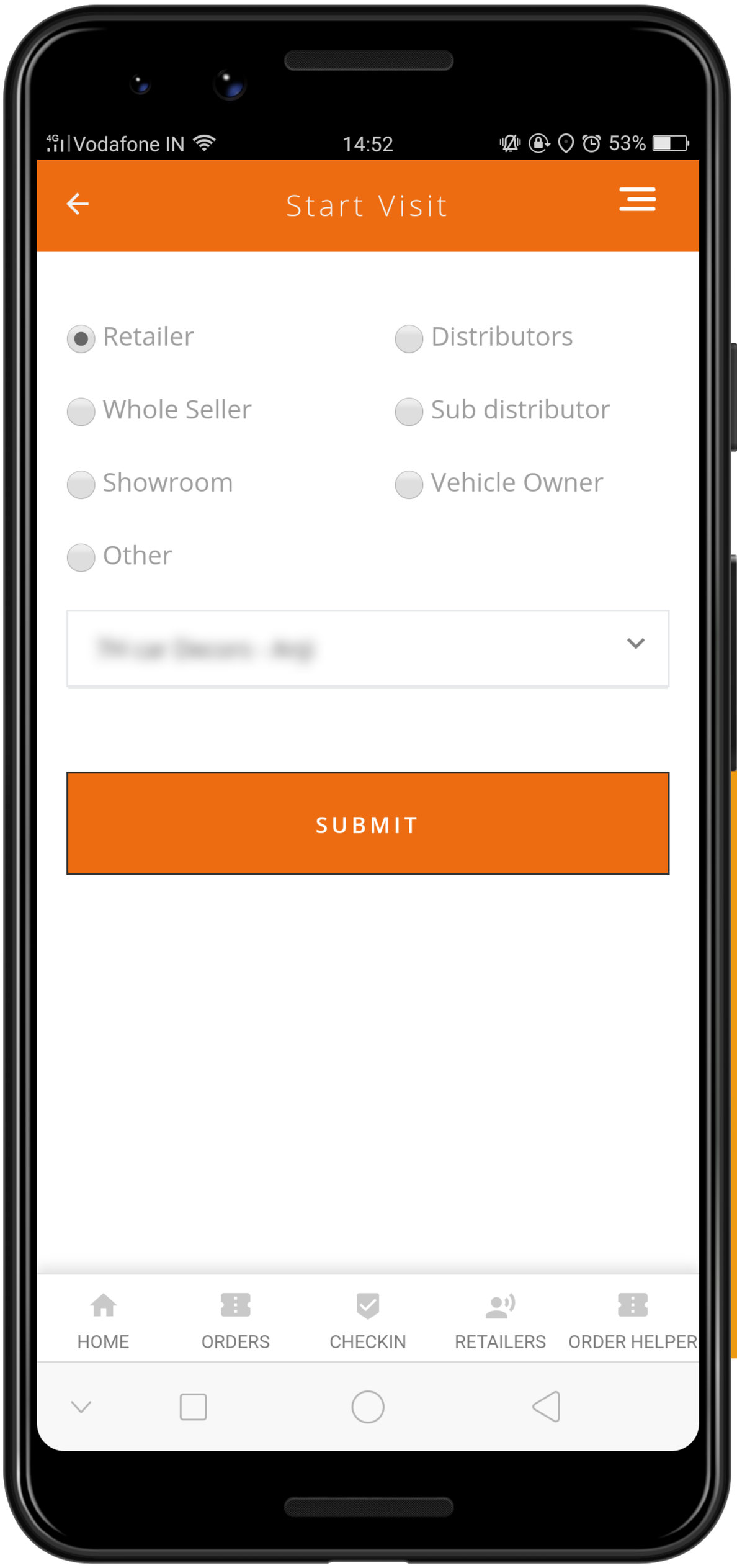


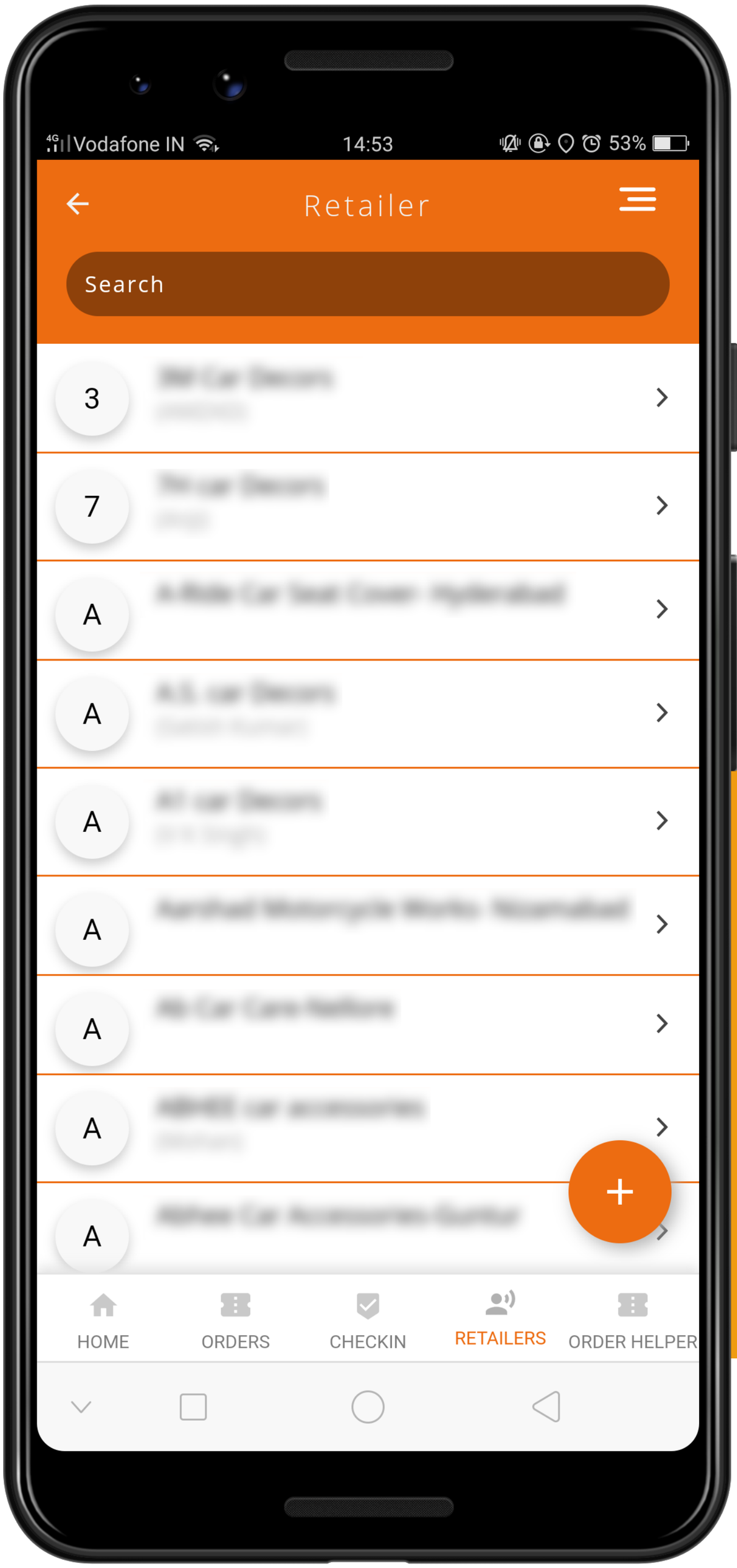
With Galio app, the sales executives have a complete order module capabilities at their hands. The screenshot on the left shows the Order history with the ability to see a particular Retailer's orders.



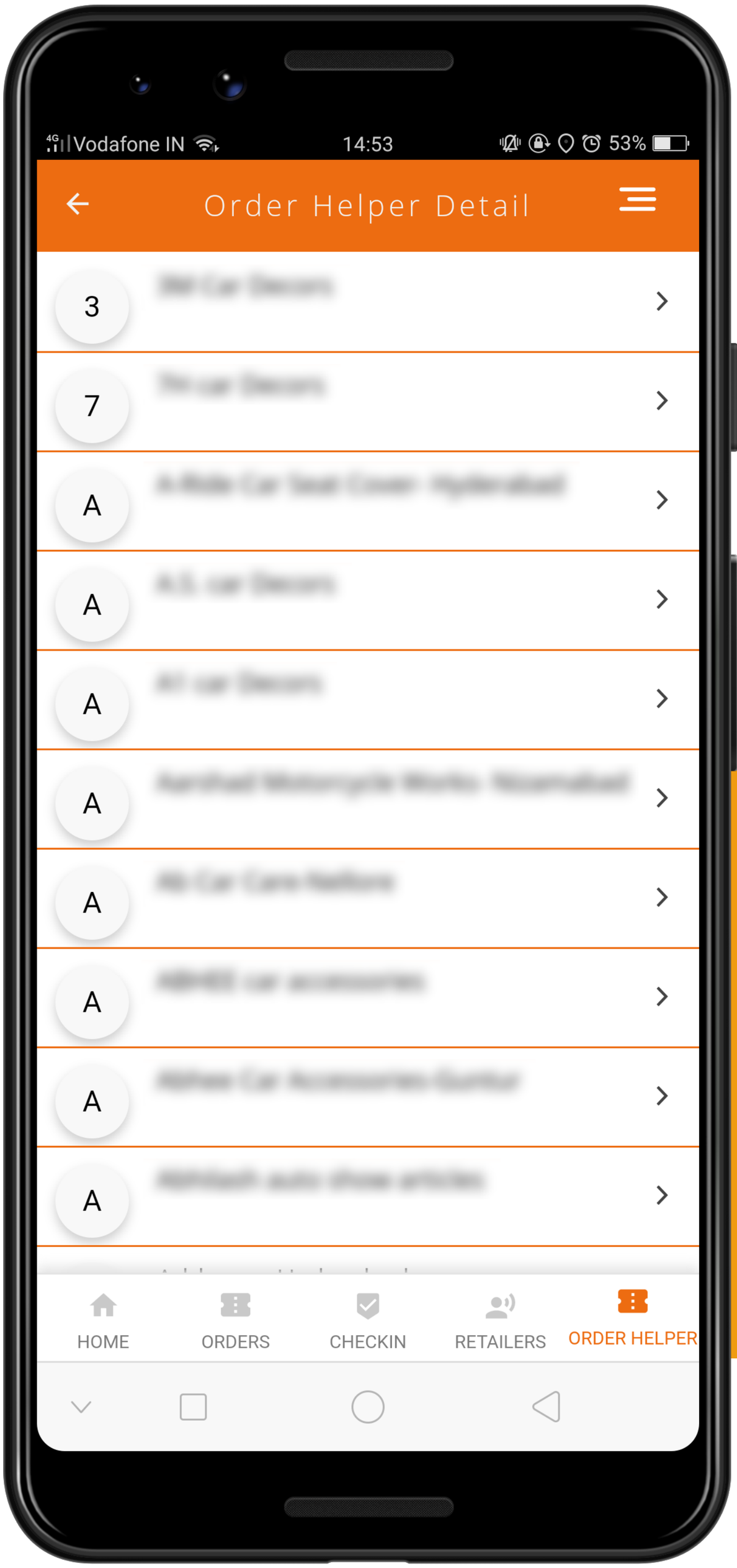
The sales executives can painlessly place orders on the fly with the Add Order feature of the app. They can select the category, product type, make, model and year to place the order for a particular retailer, dealer, or distributor.



The Galio app comes equipped with Geo-Tracking feature, which lets the sales executives check-in at their assigned dealer/ distributor/retailer location to start their visit time. Check-ins are instantly reflected in the CRM back at the HQ.



The sales executive can browse a list of his or her assigned Retailers with an additional feature to add a new retailer. Upon clicking a particular retailer, the executive can go into more details related to that retailer.



Order Helper is a smart way to track your channel partners and follow up on the ones whose recent orders have been sluggish. The executives need to enter the timeframe for which he or she wants to see the retailer/dealer listings.

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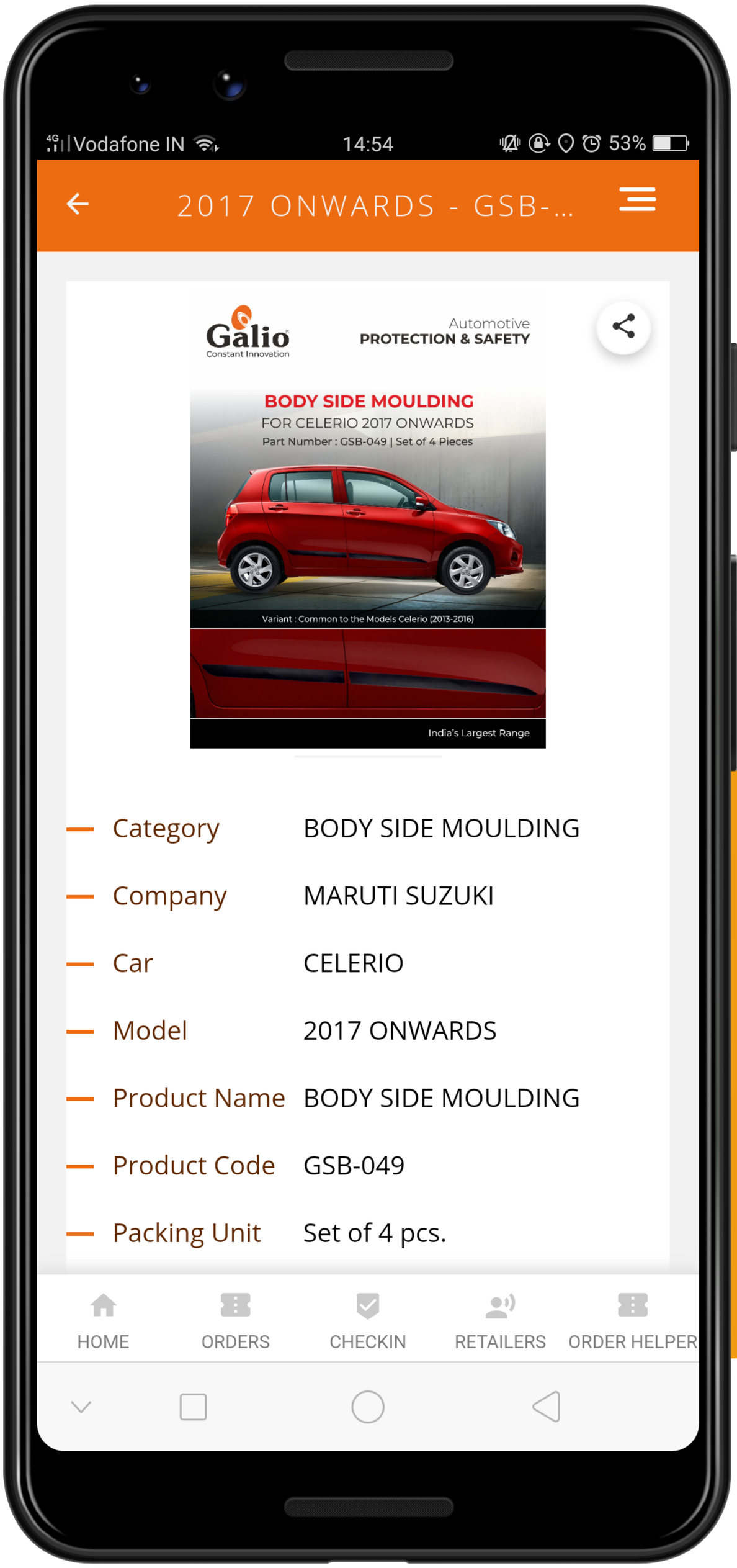
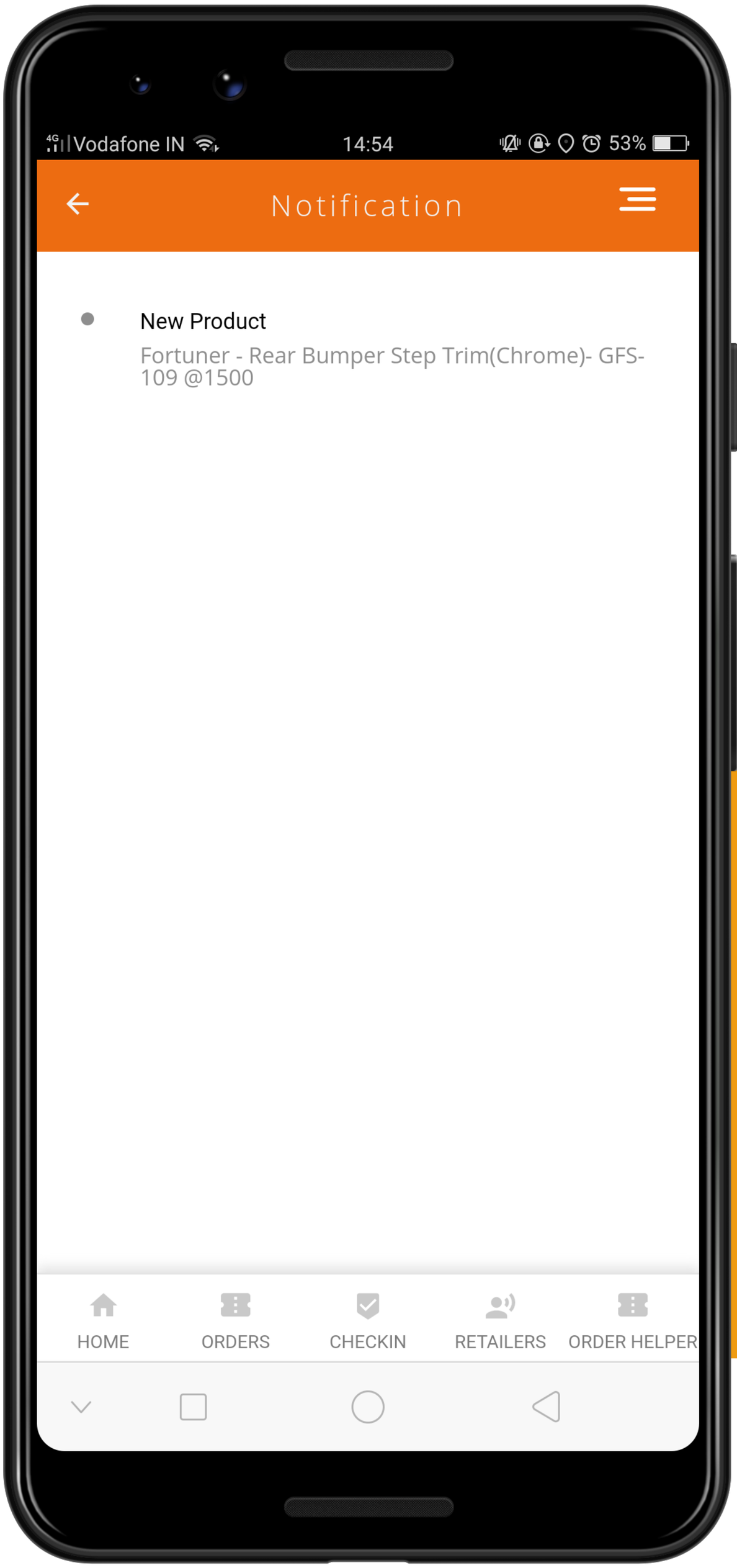
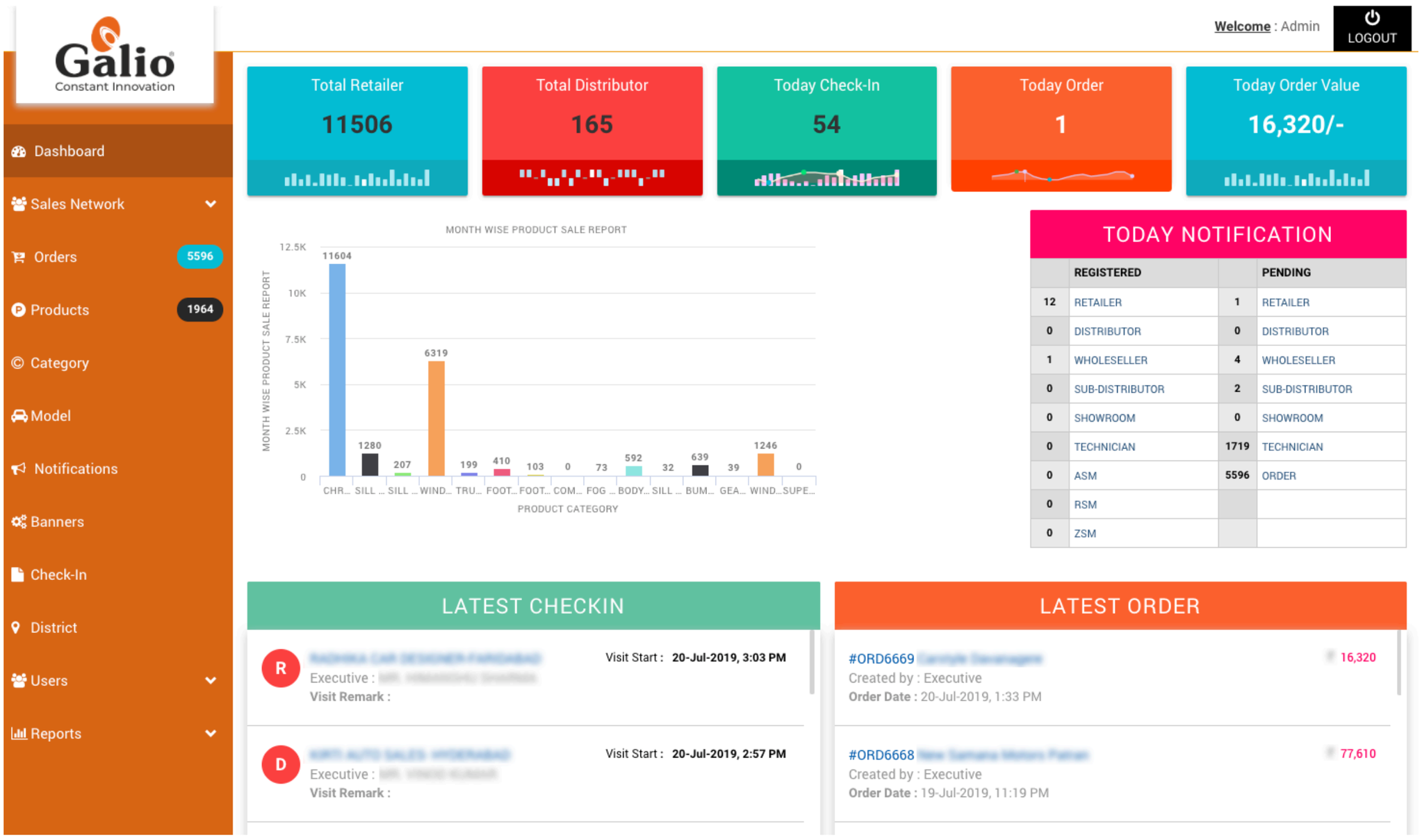


The product catalog feature is one of the most powerful features and lets the sales executives showcase all the products without needing to print costly brochures. The catalog is managed from the CRM and updates in real-time.



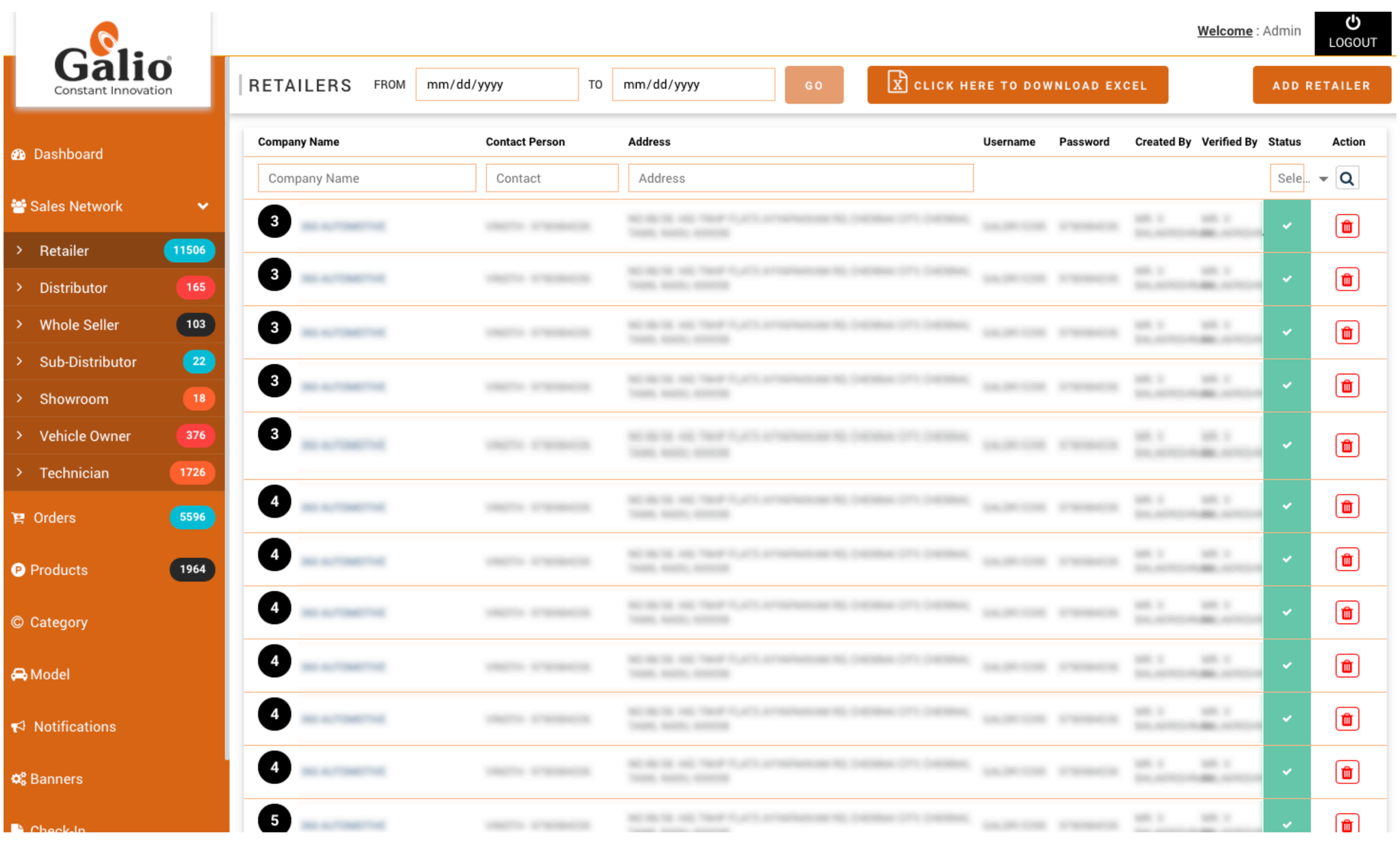
Notifications help the company dispense essential updates related to the organization or the products directly to the sales executives. These notifications are native and have become a necessary aspect of the app.

Dashboard



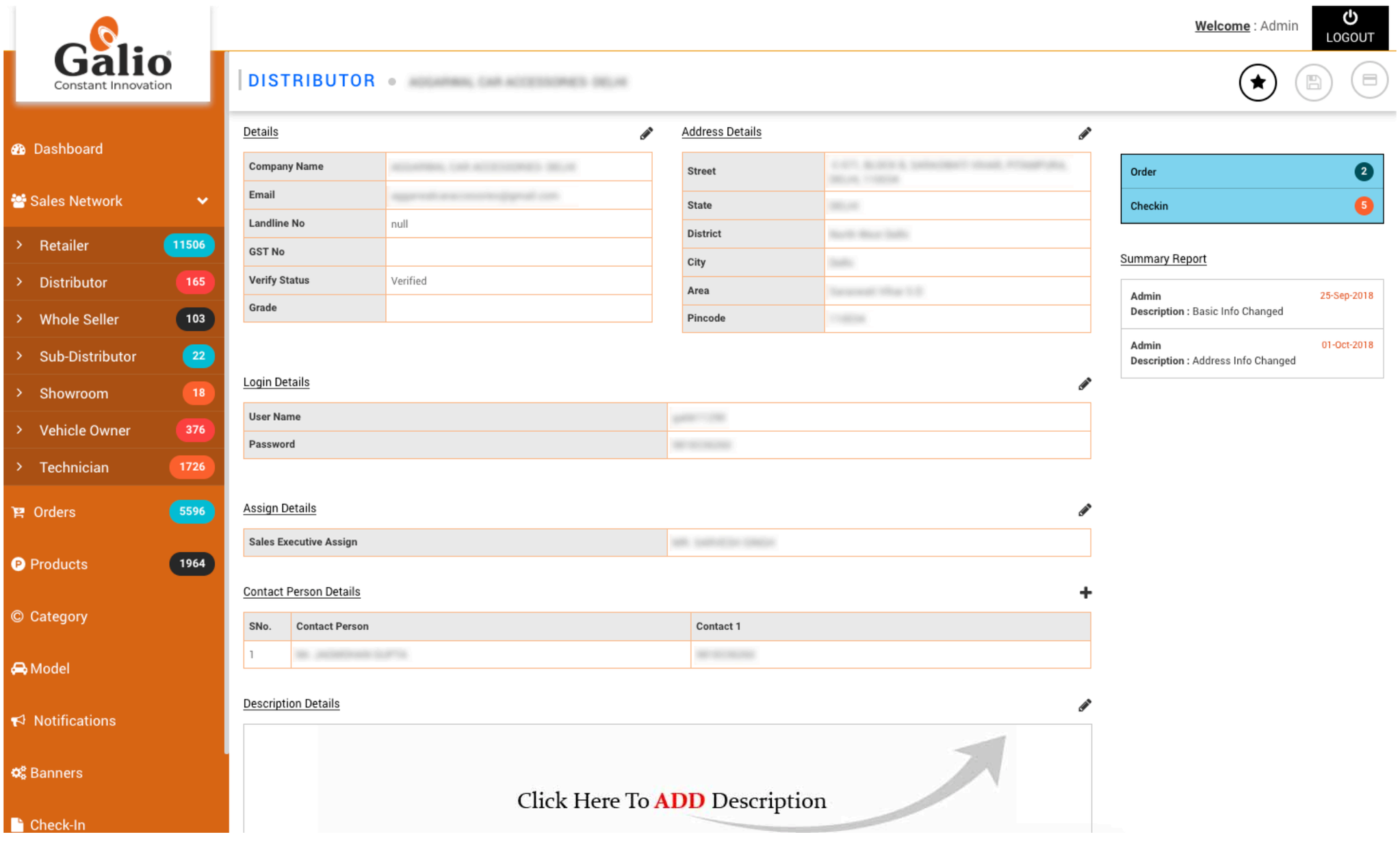
The dashboard provides a complete picture of the entire businesses with metrics for the selected KPIs and quick actions up-front. The panel is customizable to user requirements.

Sales Network



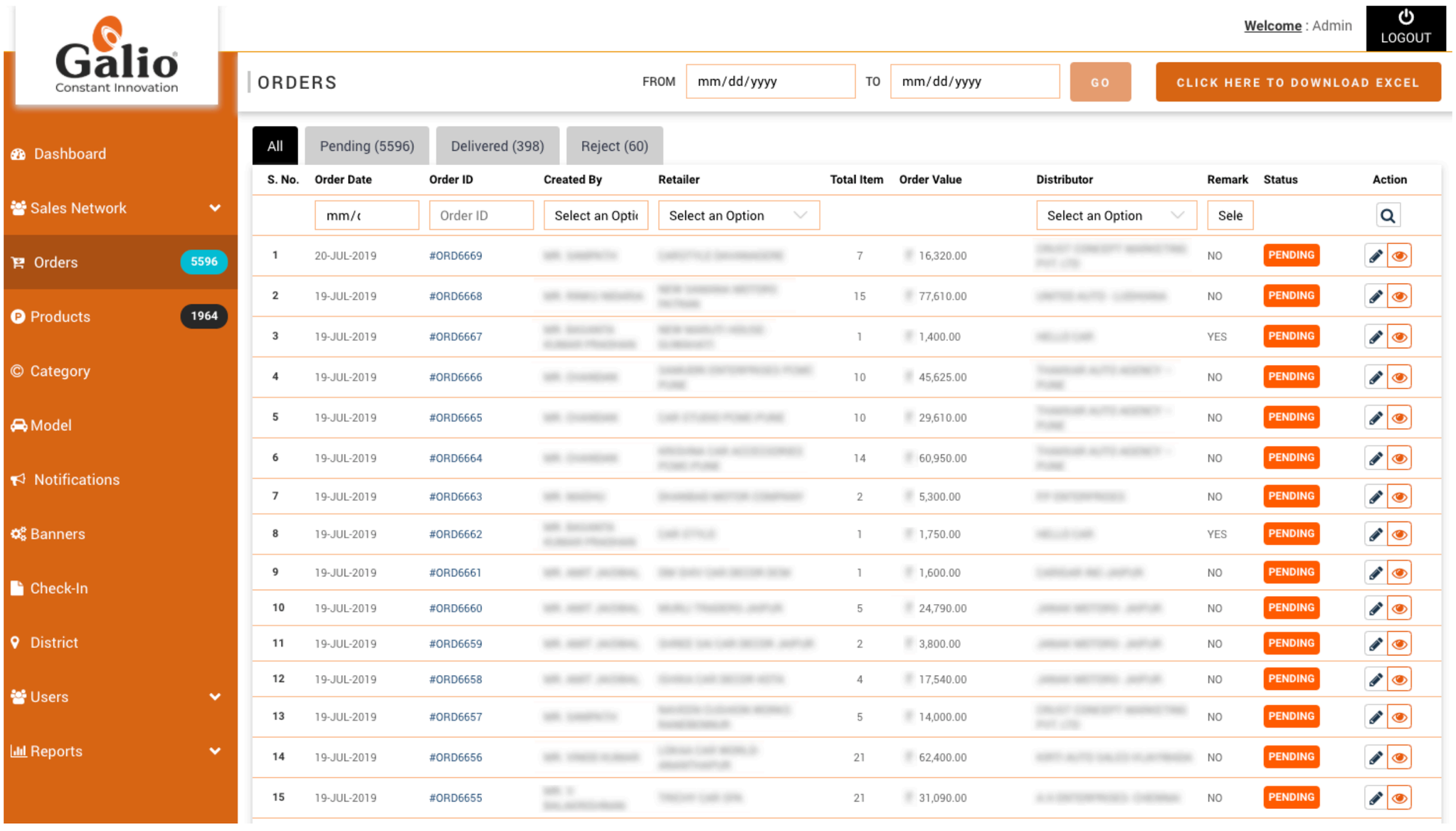
Sales Network module provides a single place to manage all dealers, distributors, and retailers associated with the company, with contact information and order details.

Distributor Details



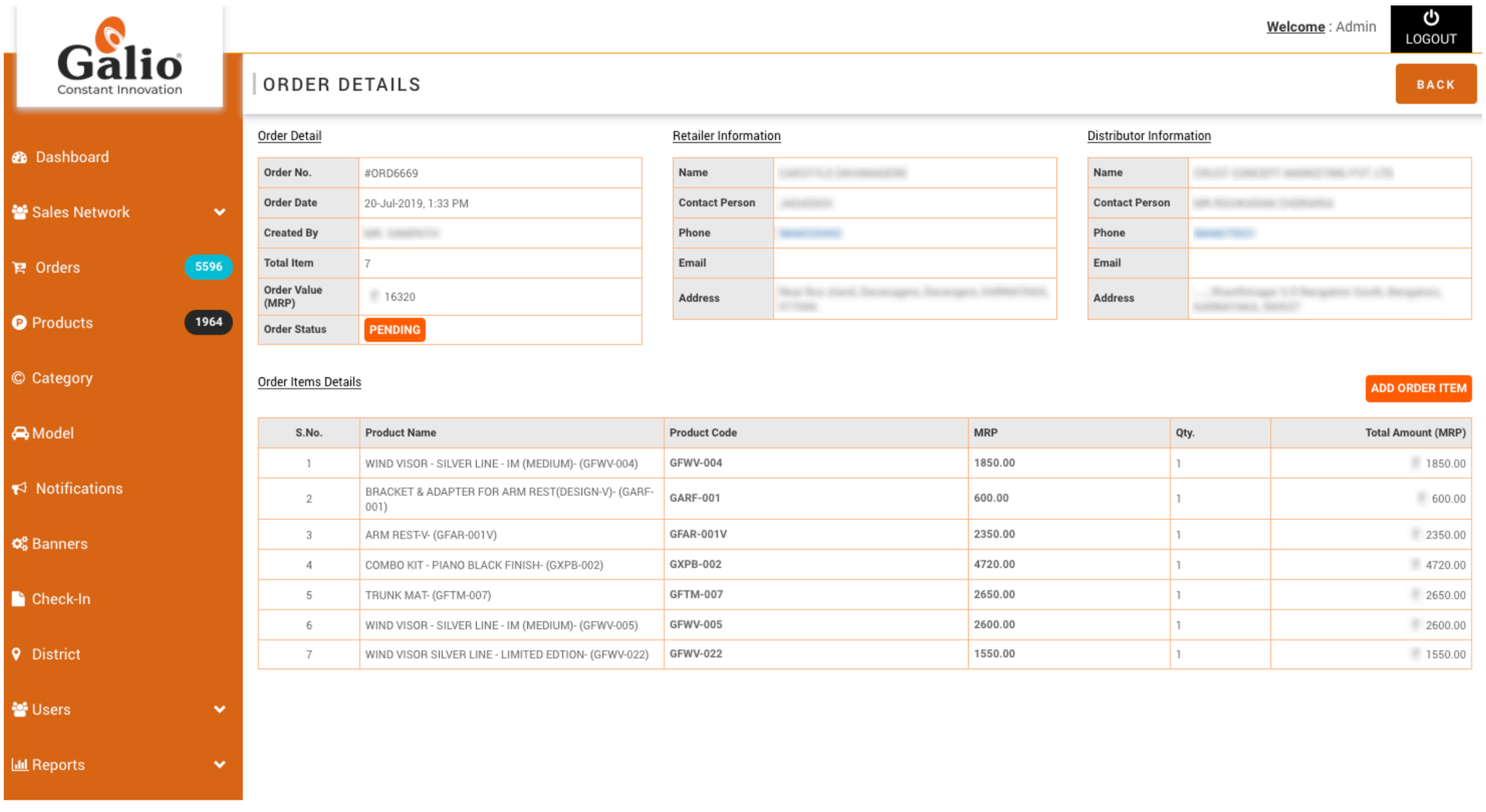
Distributor module provides a more in-depth look into your business partners with Galio app credential details, Orders, Check-ins, Payments, and ability to export Summary Report.

Orders Module



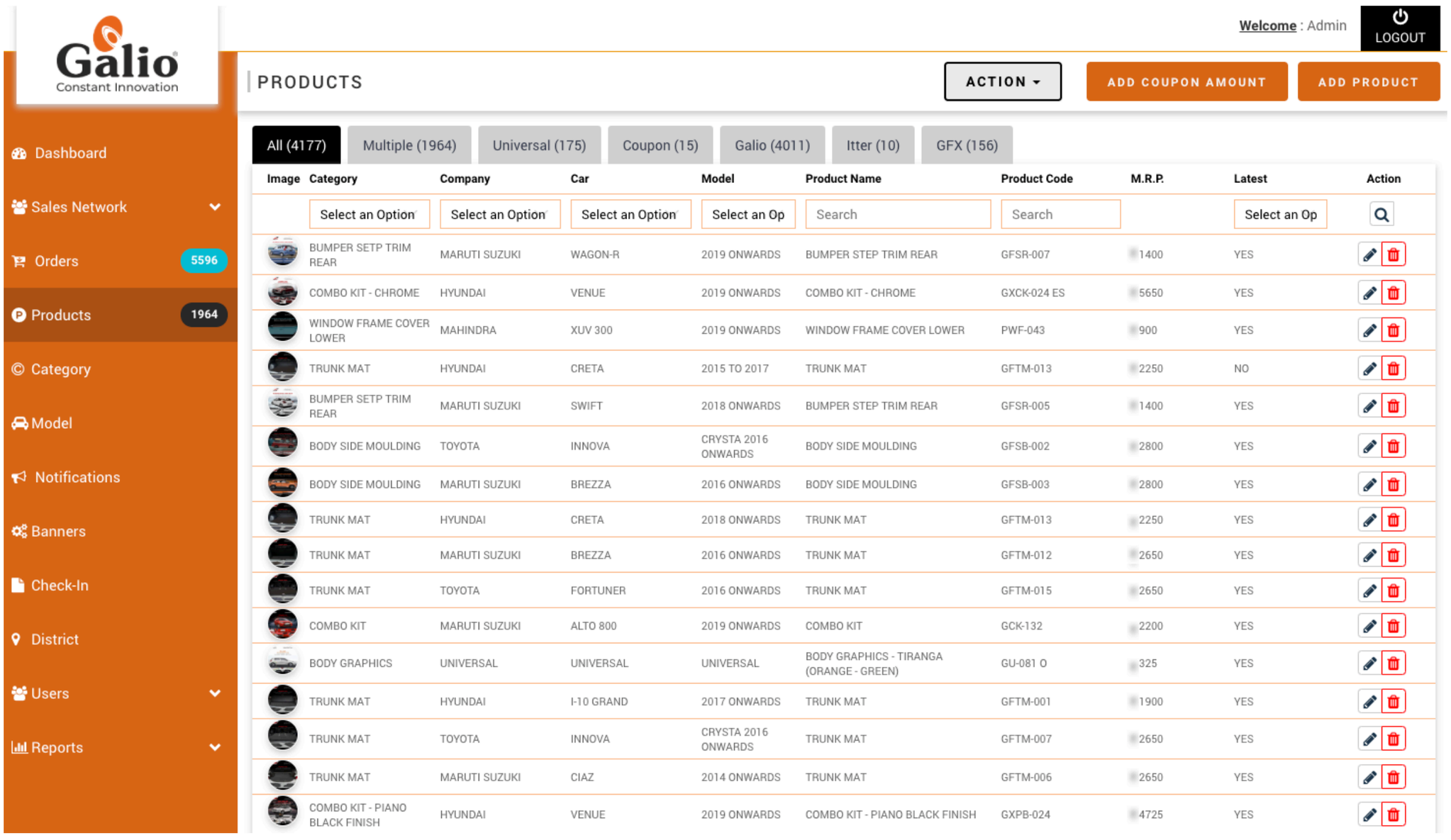
Orders module is the central place for the entire sales network's ordering pipeline, with sub-modules for Pending, Pending, Rejected orders with powerful filtering functionalities.

Order Details



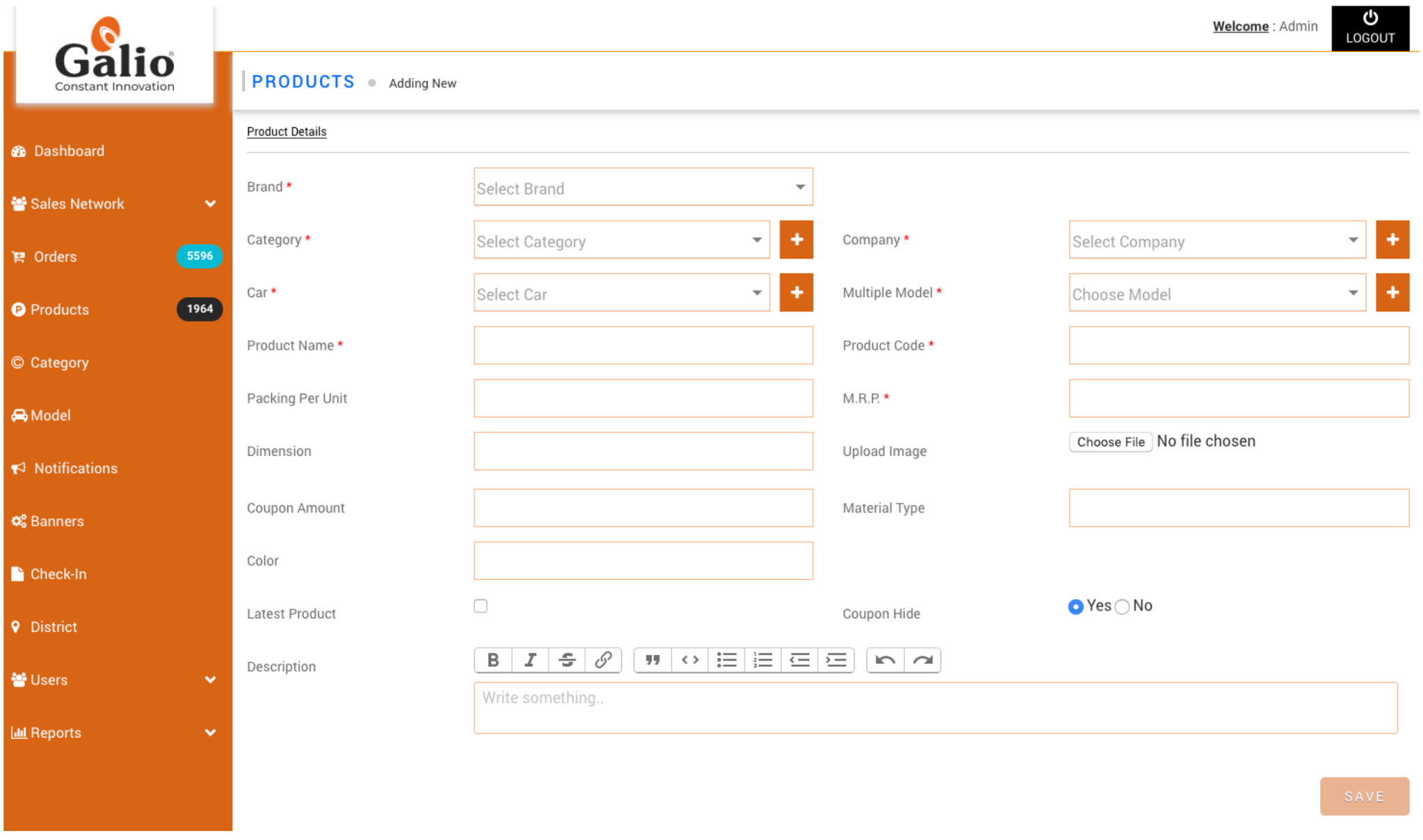
Orders module provides Order Details sub-module where you can view a particular order's details such as date of placement, order summary, status, total amount with options to add order items.

Inventory Module



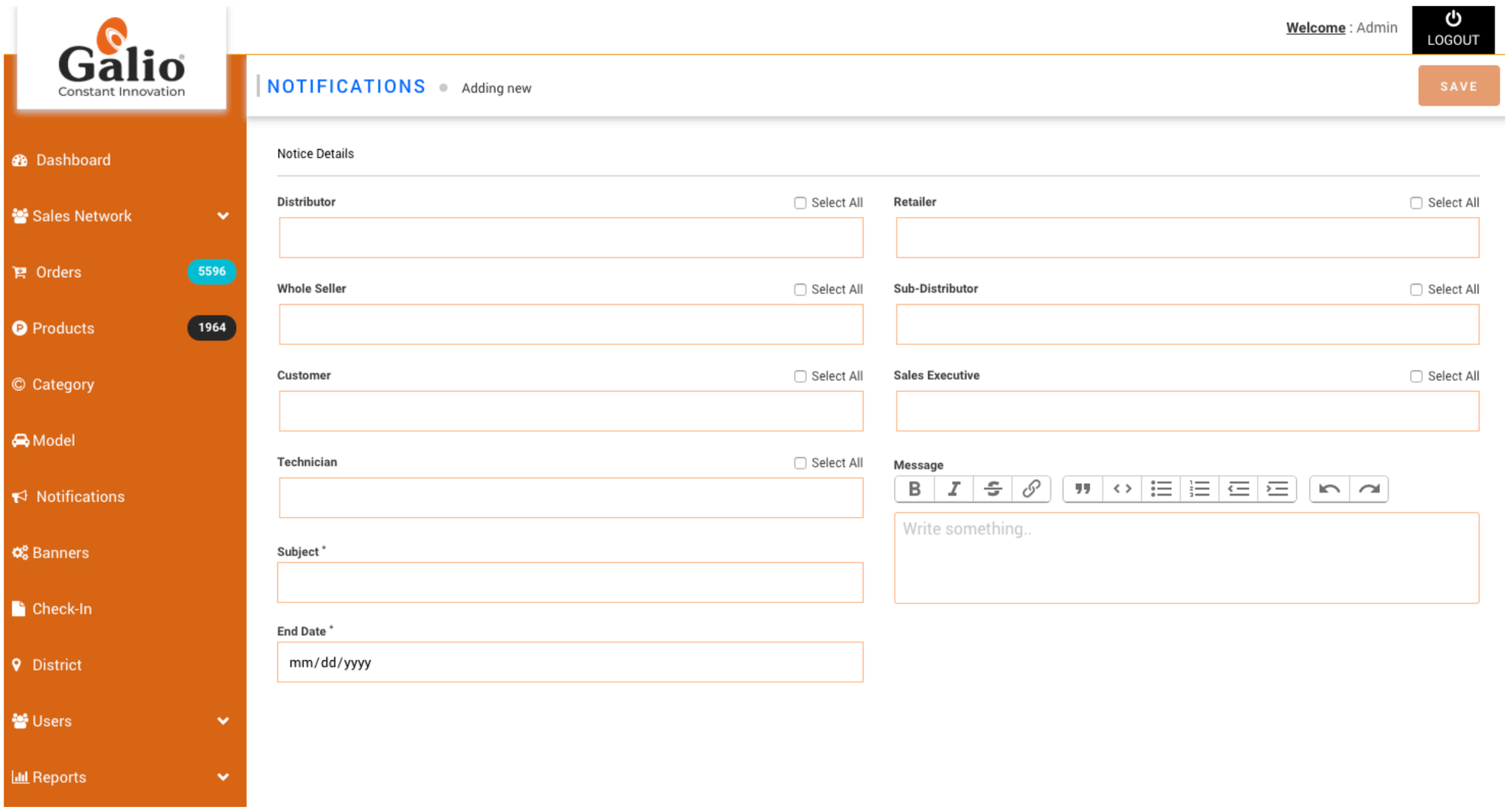
Inventory module for painless product management for all three brands — Galio, Itter, and GFX, with powerful sorting/filtering and option to add universal details and coupon/voucher.

Adding A Product



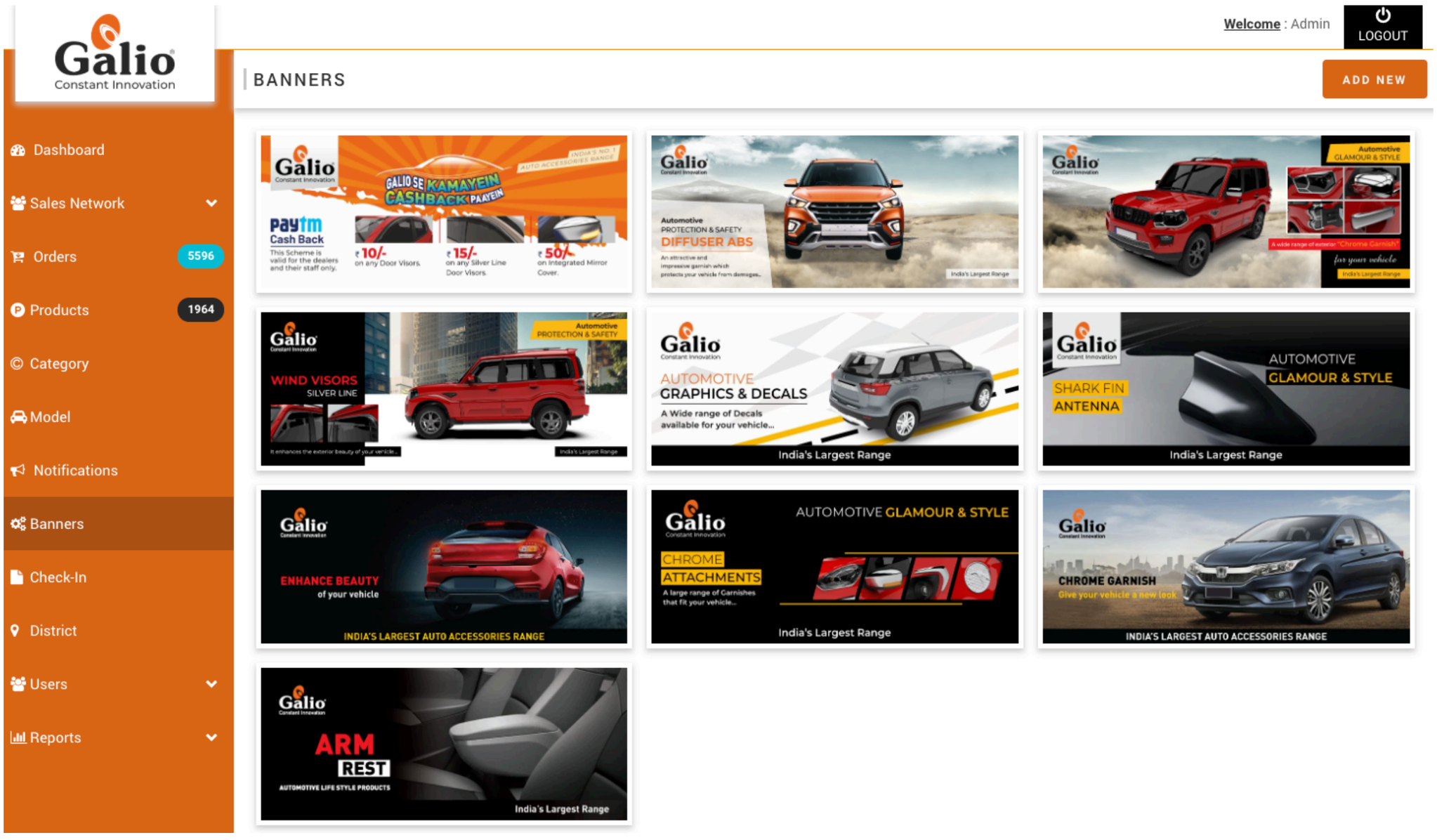
Adding a product is a breeze with Adding New Product section in the CRM that provides all the essential metadata details like Brand, Category, Make, Model, Price, Color, and Description.

Adding A Notification



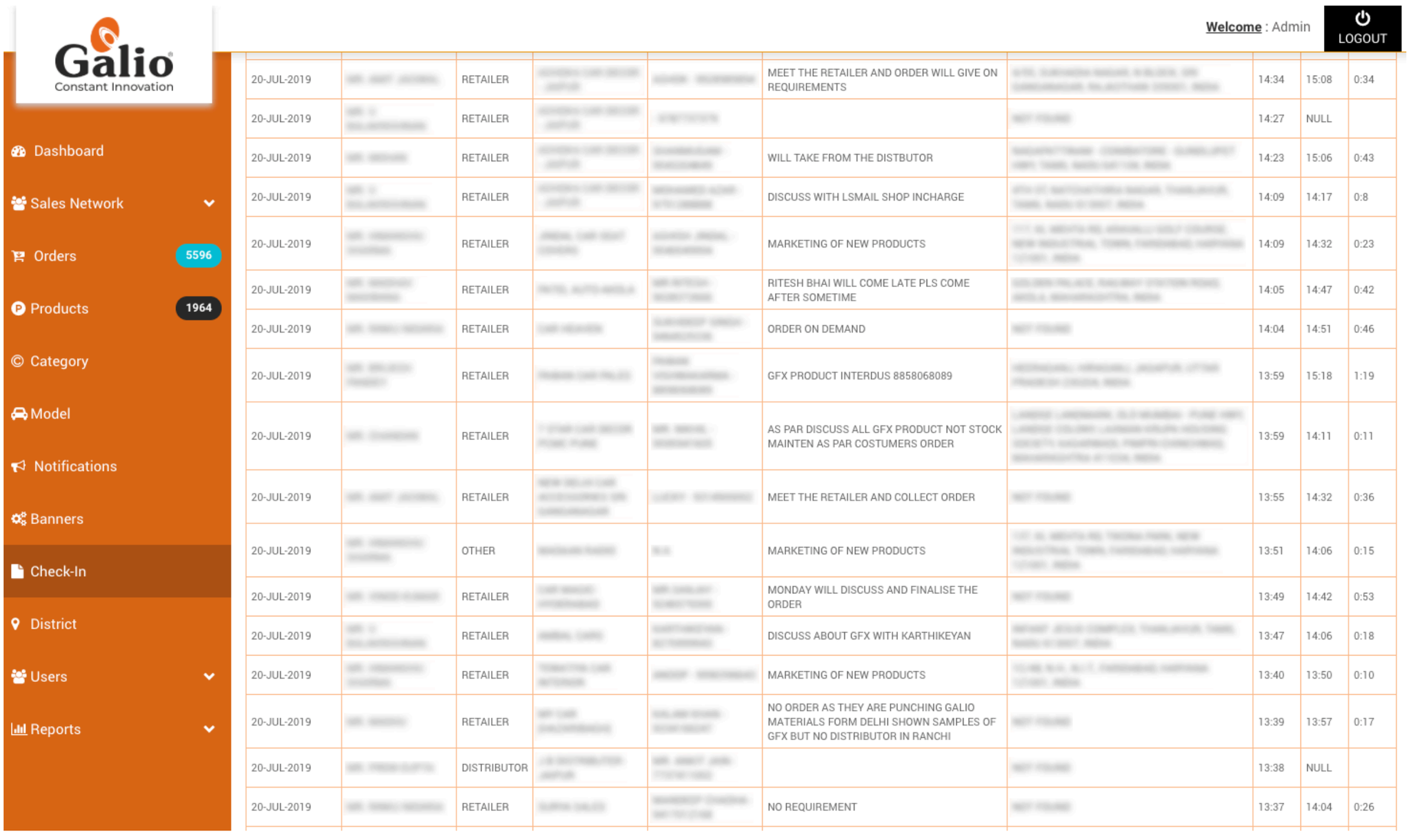
When you want to send a native notification to all or selected members of your sales team, you can do so with Adding New section in the Notification panel.

Banners Module



For marketing purposes, the CRM features a Banner section which lets you add promotional banners which are instantly reflected in the mobile apps of the sales staff.

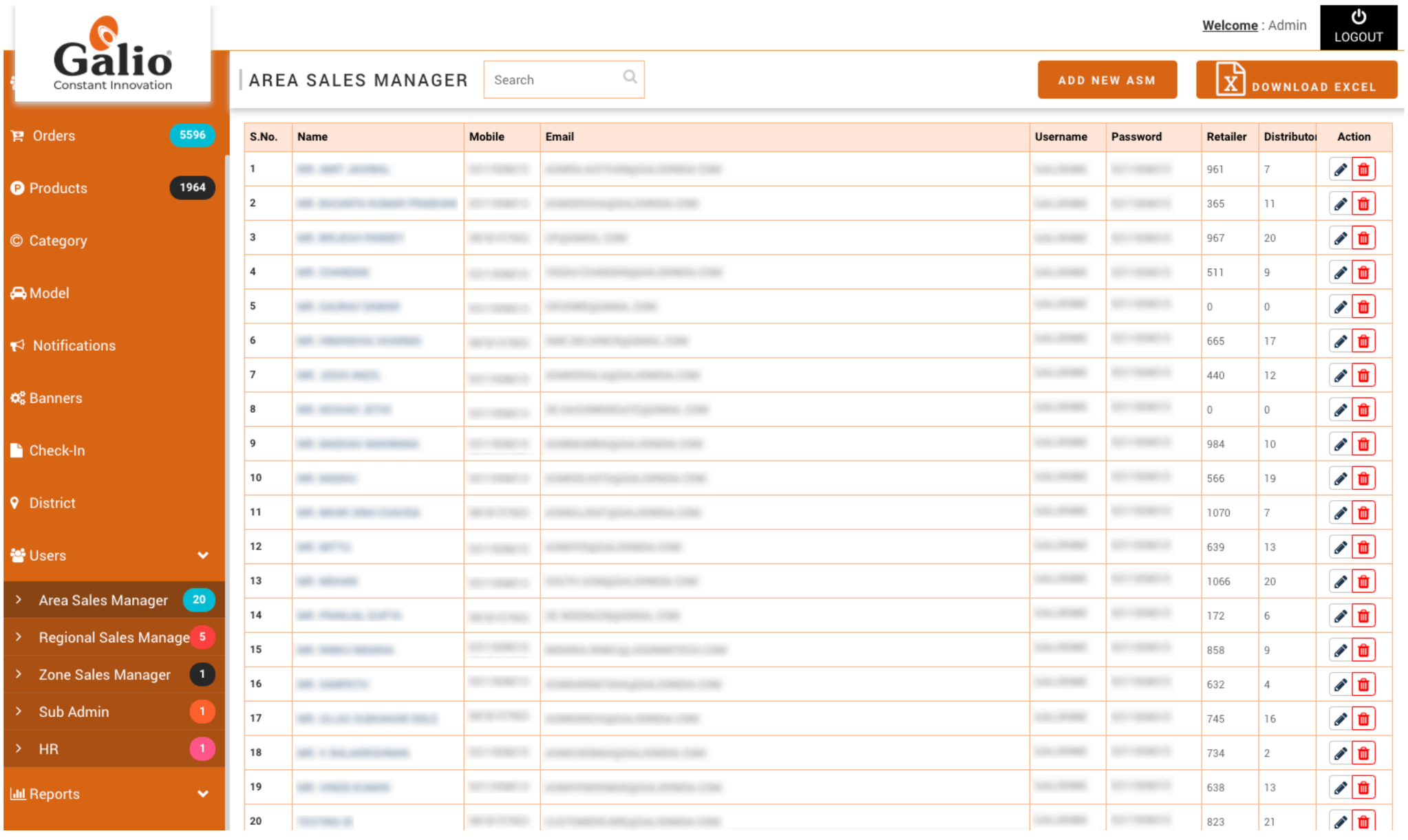
Check-Ins Module (Geo-Tracking)



20-JUL-2019		RETAILER			MEET THE RETAILER AND ORDER WILL GIVE ON REQUIREMENTS		14:34	15:08	0:34
20-JUL-2019		RETAILER					14:27	NULL	
20-JUL-2019		RETAILER			WILL TAKE FROM THE DISTBUTOR		14:23	15:06	0:43
20-JUL-2019		RETAILER			DISCUSS WITH LSMAIL SHOP INCHARGE		14:09	14:17	0:8
20-JUL-2019		RETAILER			MARKETING OF NEW PRODUCTS		14:09	14:32	0:23
20-JUL-2019		RETAILER			RITESH BHAI WILL COME LATE PLS COME AFTER SOMETIME		14:05	14:47	0:42
20-JUL-2019		RETAILER			ORDER ON DEMAND		14:04	14:51	0:46
20-JUL-2019		RETAILER			GFX PRODUCT INTERDUS 8858068089		13:59	15:18	1:19
20-JUL-2019		RETAILER			AS PAR DISCUSS ALL GFX PRODUCT NOT STOCK MAINTEN AS PAR COSTUMERS ORDER		13:59	14:11	0:11
20-JUL-2019		RETAILER			MEET THE RETAILER AND COLLECT ORDER		13:55	14:32	0:36
20-JUL-2019		OTHER			MARKETING OF NEW PRODUCTS		13:51	14:06	0:15
20-JUL-2019		RETAILER			MONDAY WILL DISCUSS AND FINALISE THE ORDER		13:49	14:42	0:53
20-JUL-2019		RETAILER			DISCUSS ABOUT GFX WITH KARTHIKEYAN		13:47	14:06	0:18
20-JUL-2019		RETAILER			MARKETING OF NEW PRODUCTS		13:40	13:50	0:10
20-JUL-2019		RETAILER			NO ORDER AS THEY ARE PUNCHING GALIO MATERIALS FORM DELHI SHOWN SAMPLES OF GFX BUT NO DISTRIBUTOR IN RANCHI		13:39	13:57	0:17
20-JUL-2019		DISTRIBUTOR					13:38	NULL	
20-JUL-2019		RETAILER			NO REQUIREMENT		13:37	14:04	0:26

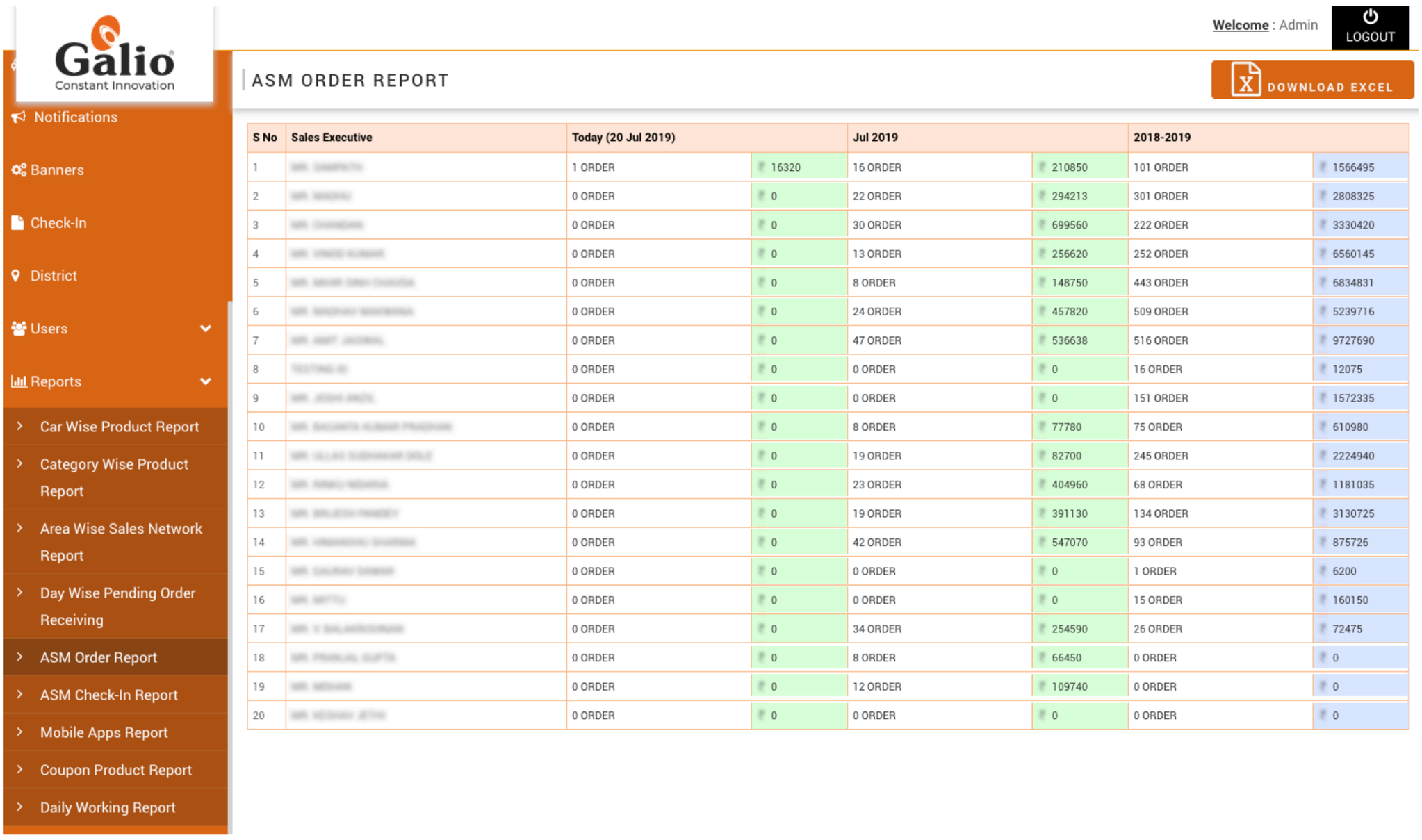
One of the most powerful features of the CRM, geo-tracking lets the admin team view their entire sales staff out in the field in real-time, along with check-in and visit time information.

Sales Staff Management



The CRM provides User module to let you manage employees in your sales team. The admin can create multiple user hierarchies such as ASM, RSM, ZSM, etc.

Reporting Module



Reporting module lets the admin overview the entire business with different pre-made reporting templates like Product-wise, Category-wise, Area-wise, and specific employee wise.

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