

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

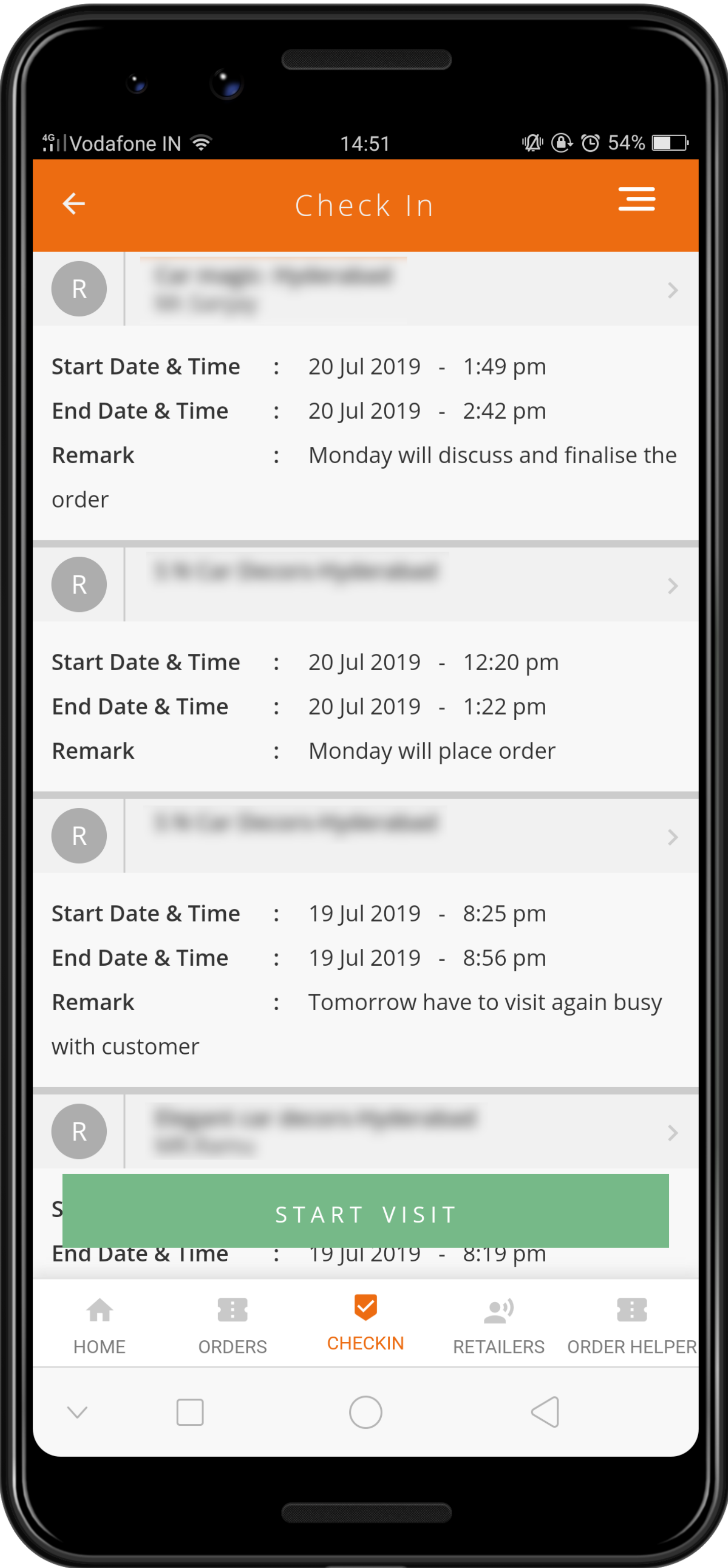
We proposed a CRM based ecosystem to manage Galio's sales network with mobile apps for sales executives. On-field, the executives would use the mobile app, and at the HQ, the backend team would control the data inflow, manage it, and generate reports to guide business decision making.

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.

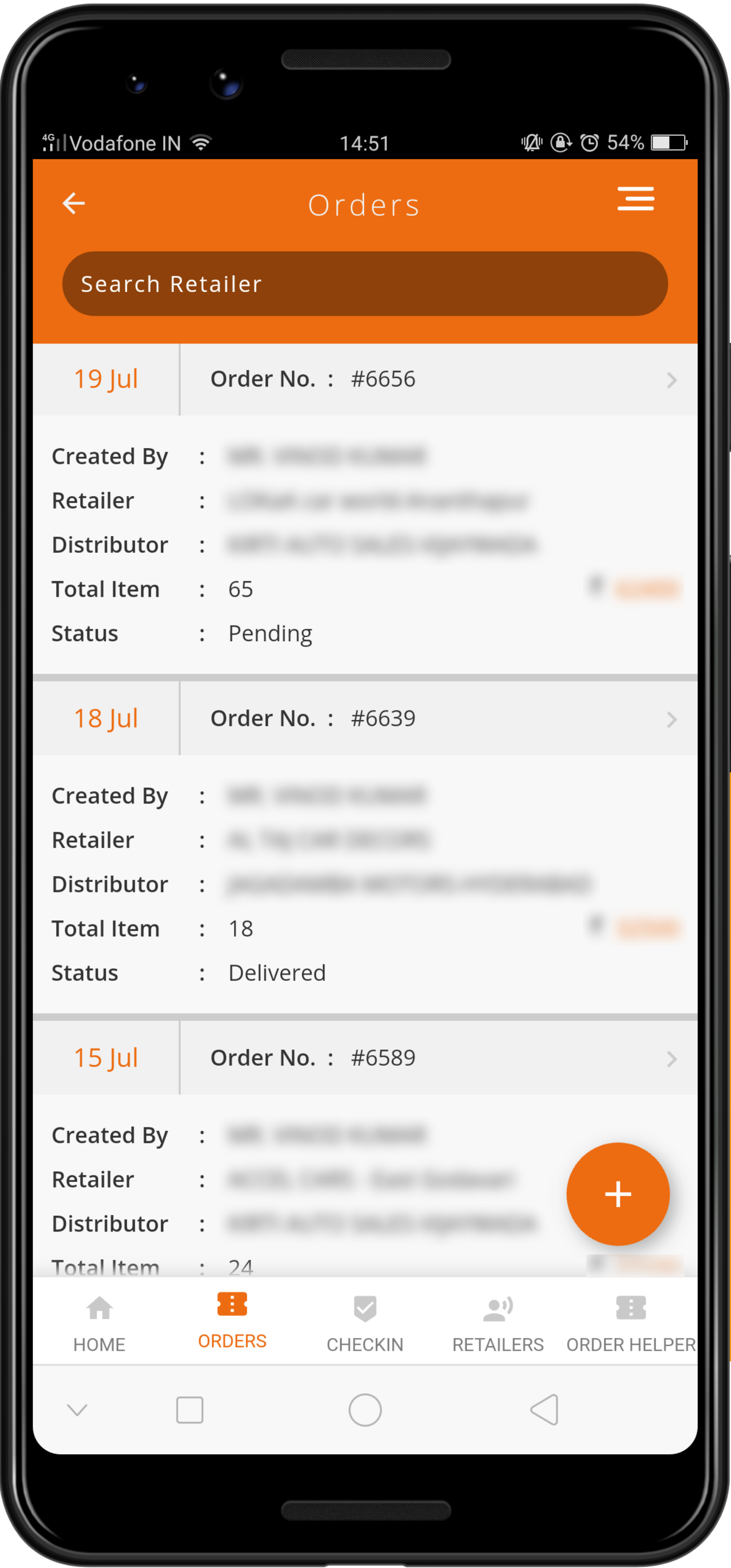
Within a few weeks after deploying the CRM, team Galio saw a massive increase in business productivity and sales orders. They now had a powerful dashboard and reporting functionality to understand the business. The sales executives became more disciplined because of the app's geo-tracking.

Modules Provided

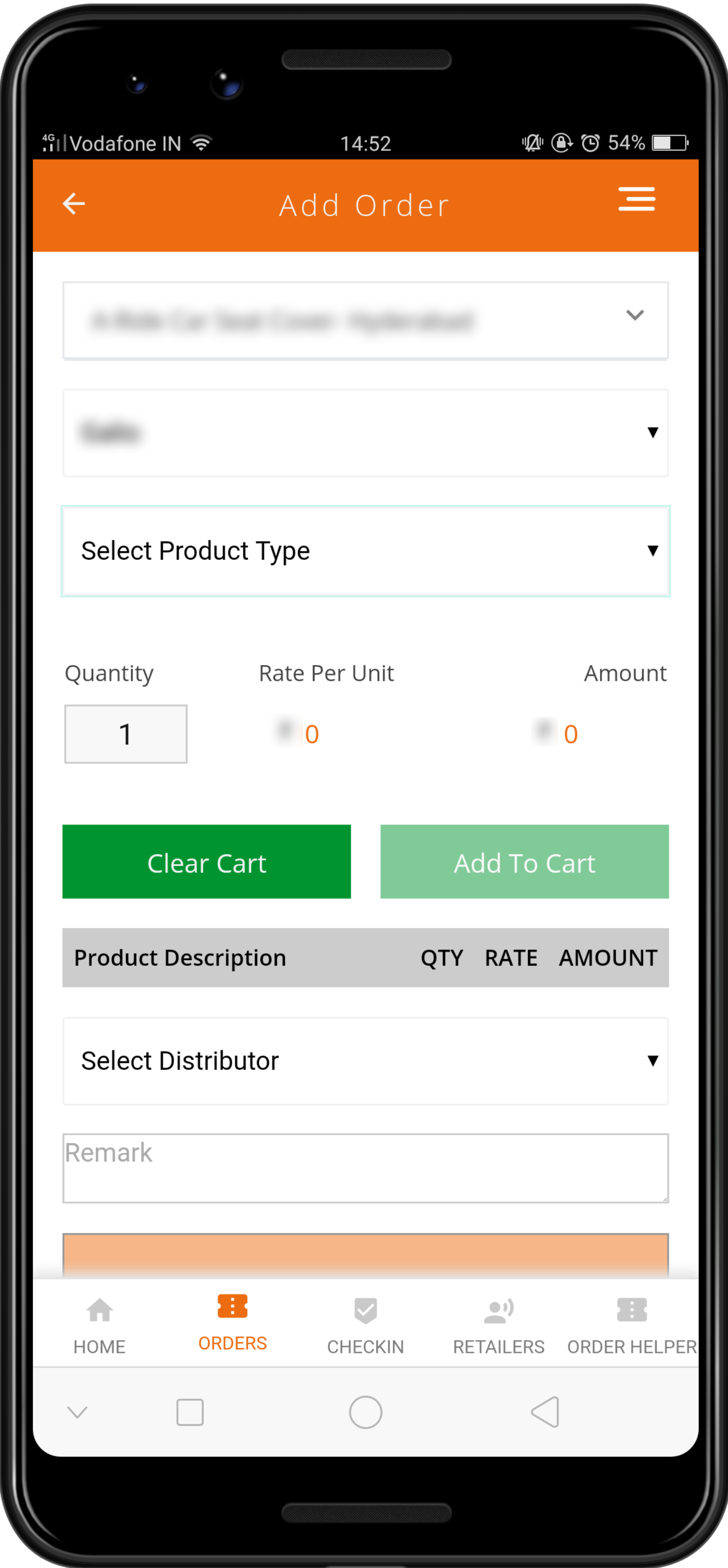
- Inventory management
- Order management
- Sales network management
- Sales staff geo-tracking
- Employee management
- Reporting based on custom KPIs
- Catalog browsing via mobile app
- Ordering via mobile apps



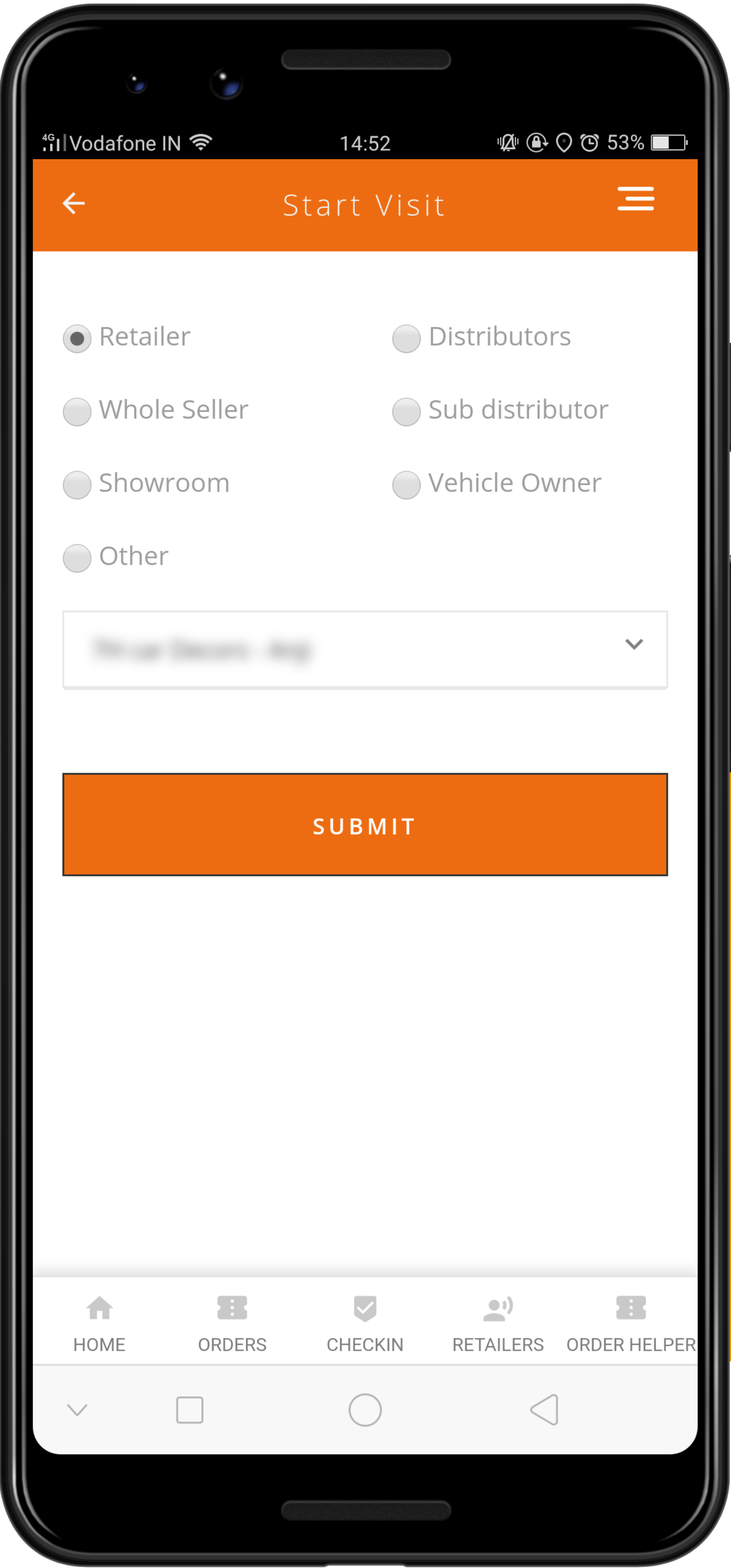
Sales team check-ins provide a revolutionary way to see your entire on-field sales resources by tracking your sales staff, their daily activities, at the same time introducing discipline and boosting employee morale.



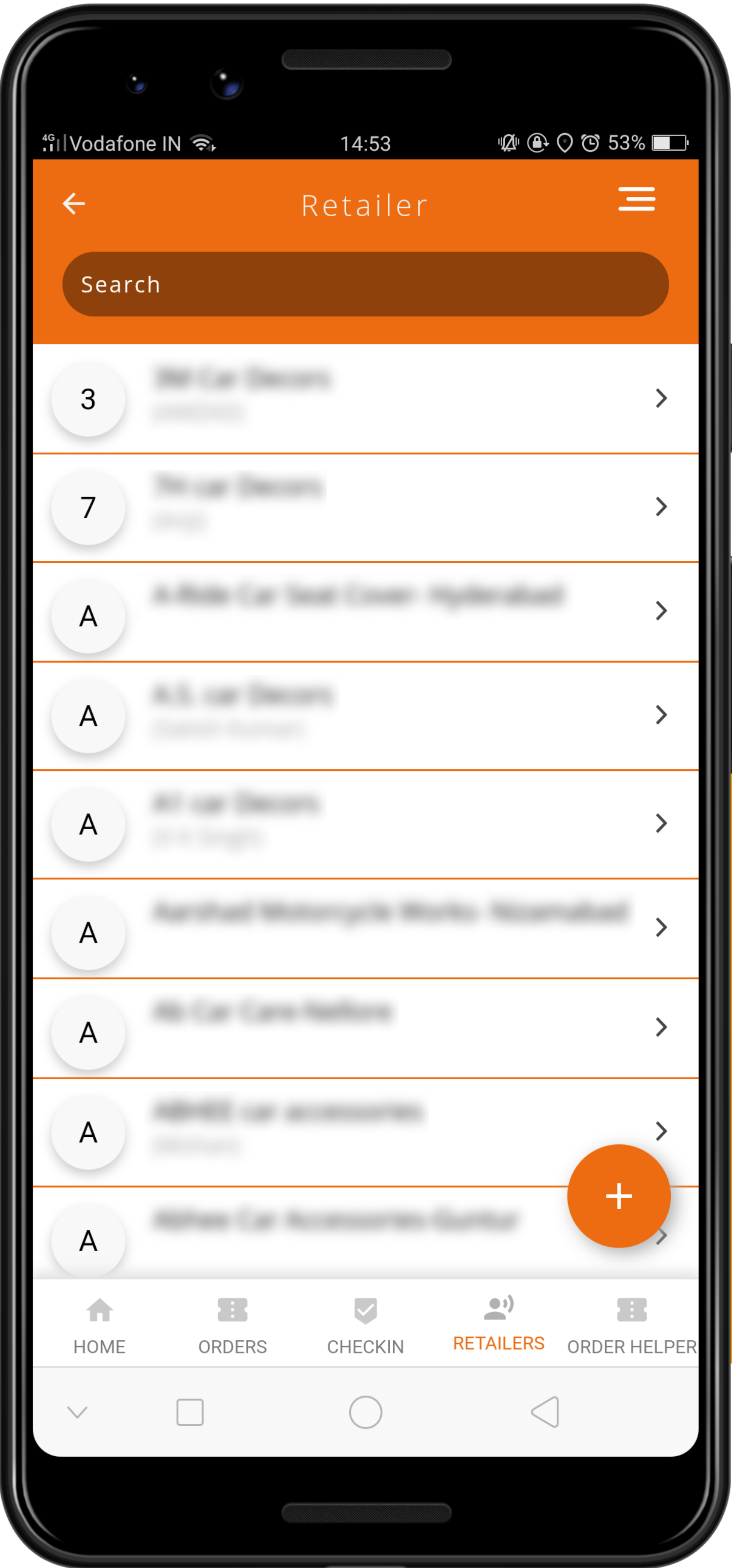
With Galio app, the sales executives have a complete order module capabilities at their hands. The screenshot on the left shows the Order history with the ability to see a particular Retailer's orders.



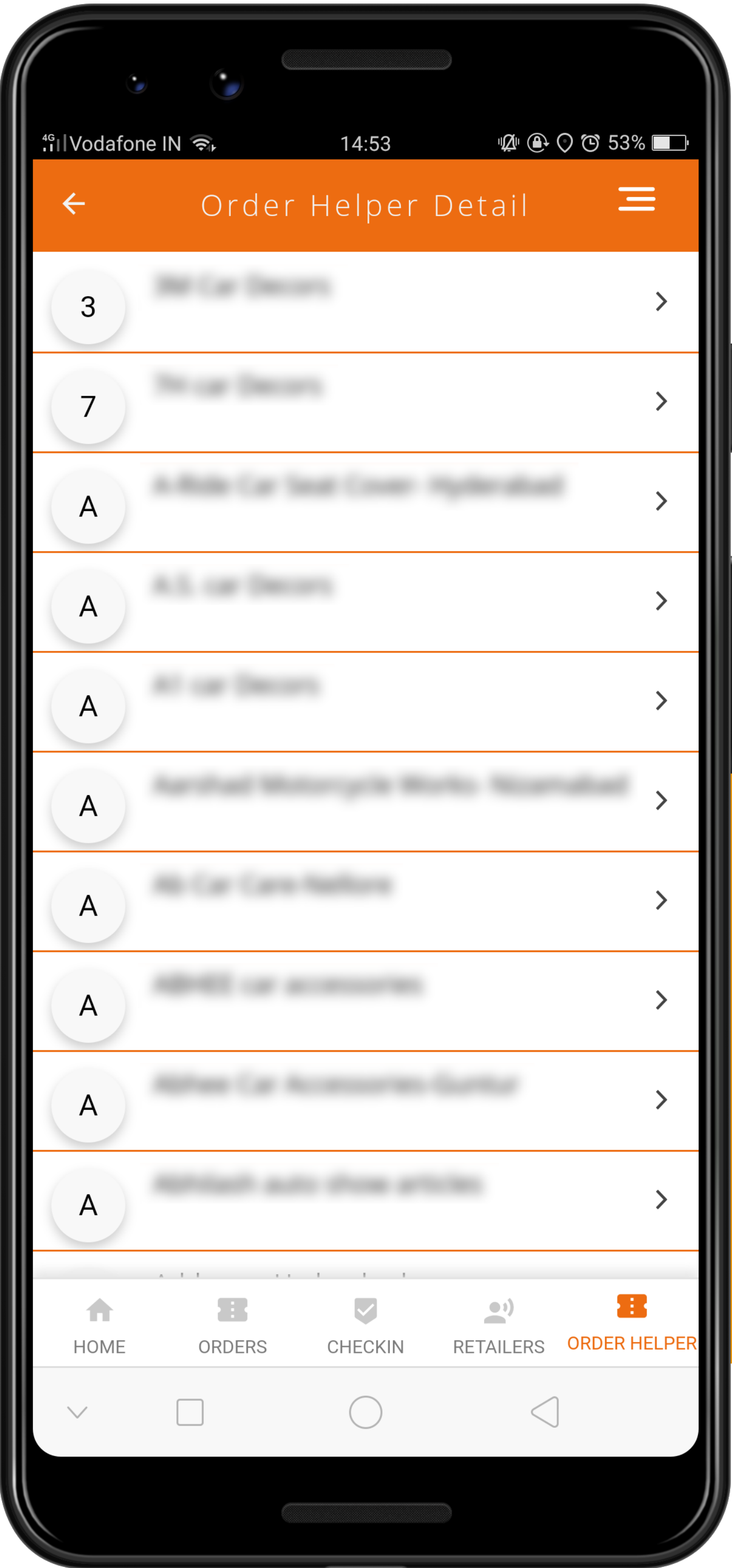
The sales executives can painlessly place orders on the fly with the Add Order feature of the app. They can select the category, product type, make, model and year to place the order for a particular retailer, dealer, or distributor.



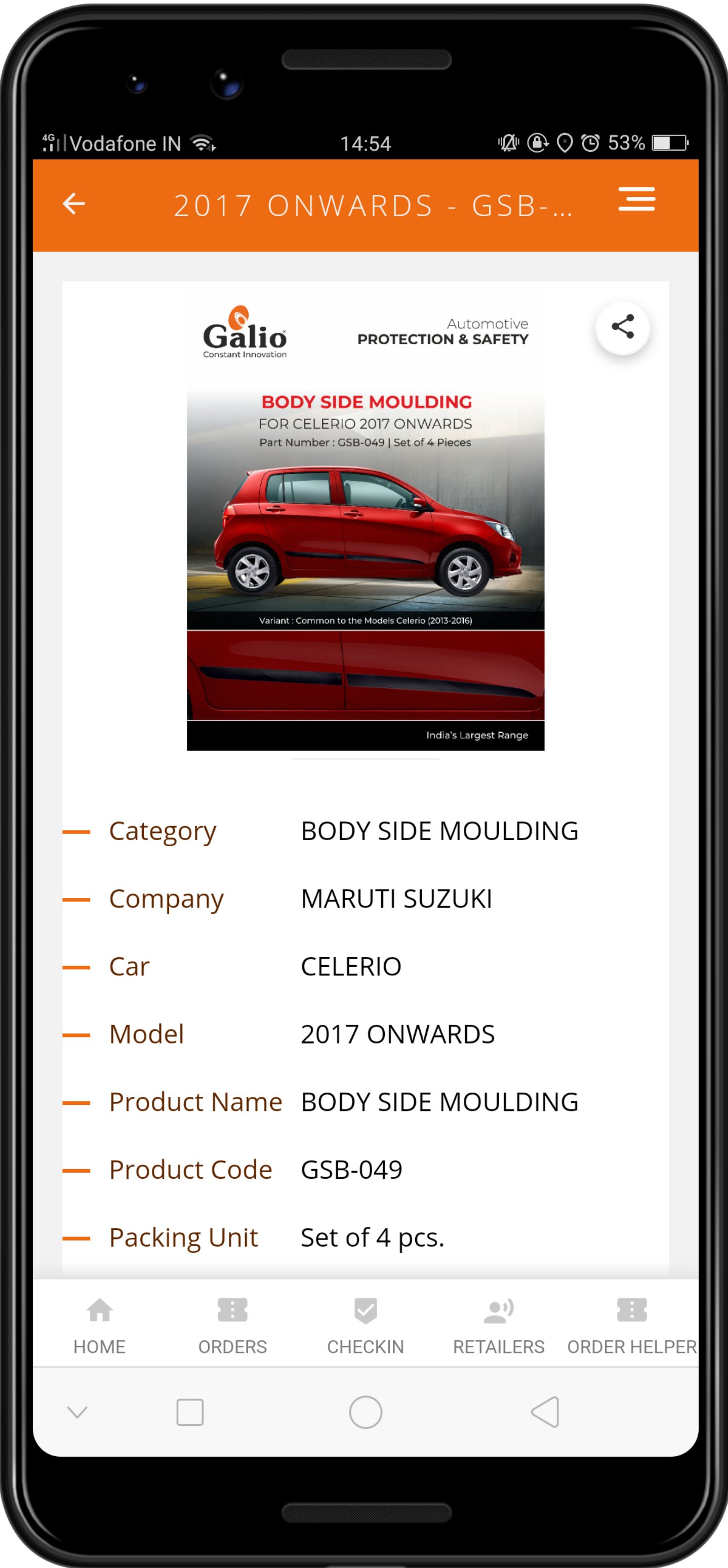
The Galio app comes equipped with Geo-Tracking feature, which lets the sales executives check-in at their assigned dealer/distributor/retailer location to start their visit time. Check-ins are instantly reflected in the CRM back at the HQ.



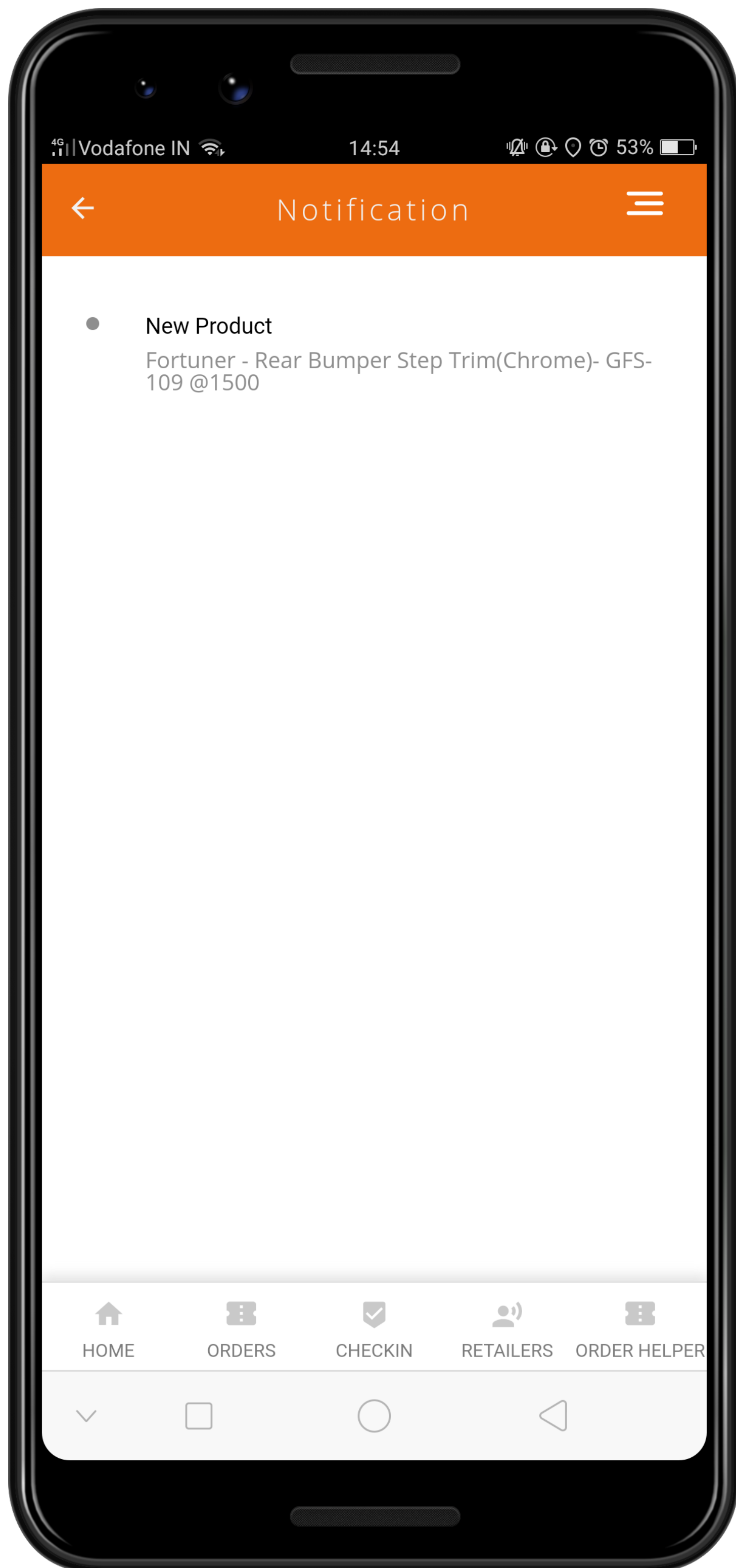
The sales executive can browse a list of his or her assigned Retailers with an additional feature to add a new retailer. Upon clicking a particular retailer, the executive can go into more details related to that retailer.



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.

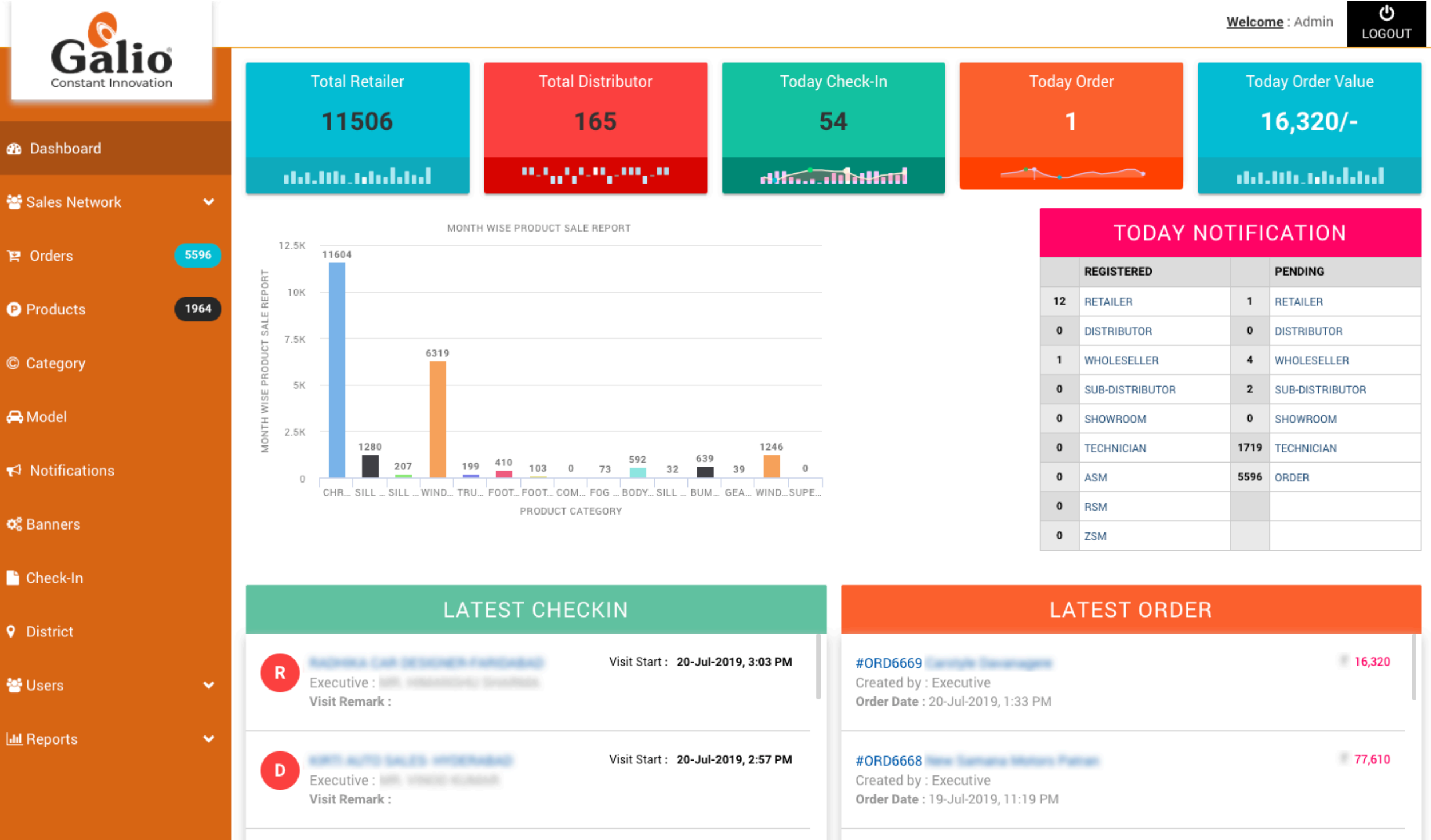


The product catalog feature is one of the most powerful features and lets the sales executives showcase all the products without needing to print costly brochures. The catalog is managed from the CRM and updates in real-time.



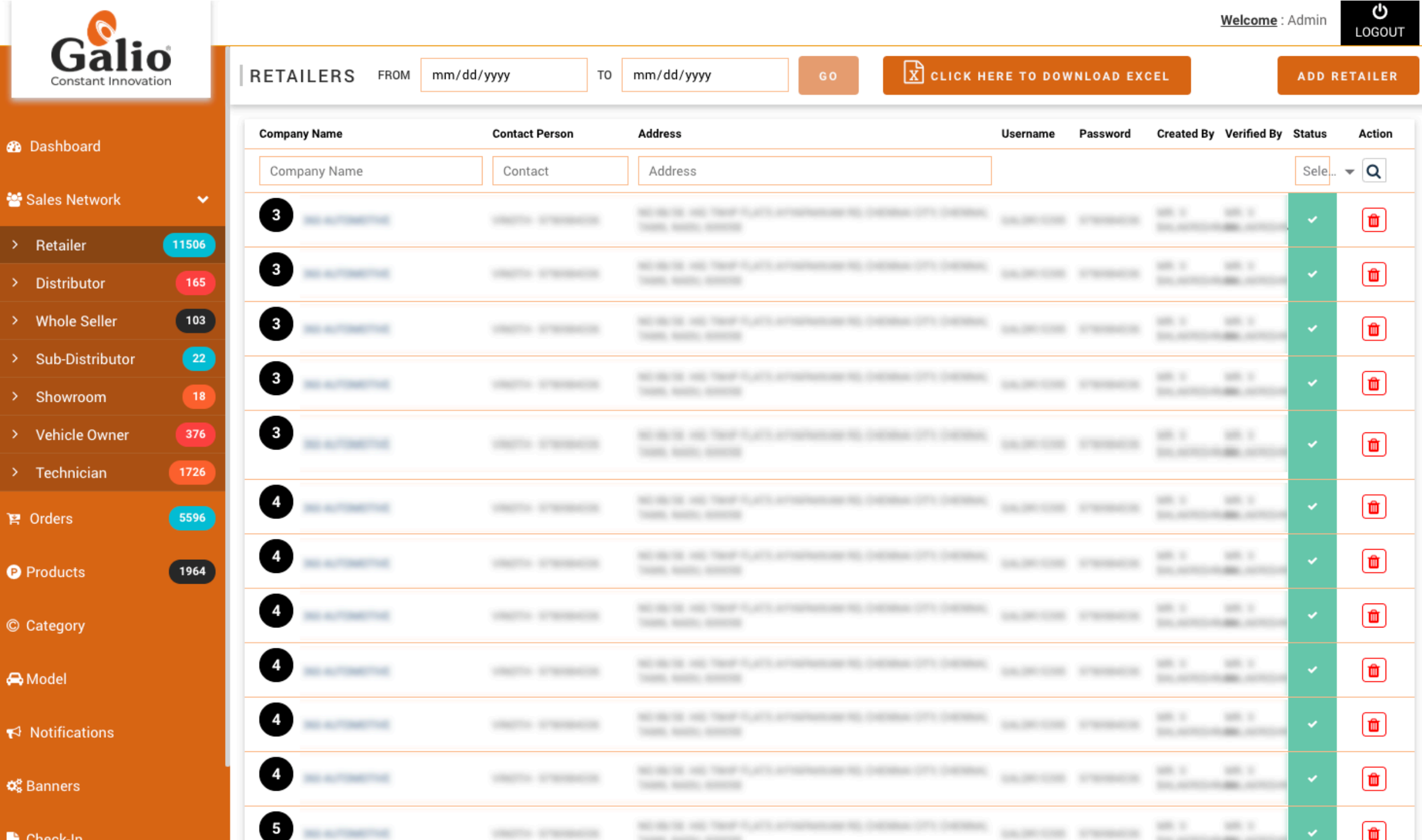
Notifications help the company dispense essential updates related to the organization or the products directly to the sales executives. These notifications are native and have become a necessary aspect of the app.

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 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 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

Galio

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Dashboard

Sales Network

Orders5596

Products1964

Category

Model

Notifications

Banners

Check-In

District

Users

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Welcome : Admin

LOGOUT

ORDER DETAILS

BACK

Order Detail

Order No.	#ORD6669
Order Date	20-Jul-2019, 1:33 PM
Created By	MR. SURESH
Total Item	7
Order Value (MRP)	16320
Order Status	PENDING

Retailer Information

Name	SHRI SURESH ENTERPRISES
Contact Person	SHRI SURESH
Phone	9876543210
Email	
Address	Plot No. 10, Narayana Nagar, Narayana, 560015, India

Distributor Information

Name	SHRI SURESH ENTERPRISES, Plot No. 10
Contact Person	SHRI SURESH ENTERPRISES
Phone	9876543210
Email	
Address	Plot No. 10, Narayana Nagar, Narayana, 560015, India

Order Items Details

ADD ORDER ITEM

S.No.	Product Name	Product Code	MRP	Qty.	Total Amount (MRP)
1	WIND VISOR - SILVER LINE - IM (MEDIUM)- (GFWV-004)	GFWV-004	1850.00	1	1850.00
2	BRACKET & ADAPTER FOR ARM REST(DESIGN-V)- (GARF-001)	GARF-001	600.00	1	600.00
3	ARM REST-V- (GFAR-001V)	GFAR-001V	2350.00	1	2350.00
4	COMBO KIT - PIANO BLACK FINISH- (GXPB-002)	GXPB-002	4720.00	1	4720.00
5	TRUNK MAT- (GFTM-007)	GFTM-007	2650.00	1	2650.00
6	WIND VISOR - SILVER LINE - IM (MEDIUM)- (GFWV-005)	GFWV-005	2600.00	1	2600.00
7	WIND VISOR SILVER LINE - LIMITED EDITION- (GFWV-022)	GFWV-022	1550.00	1	1550.00

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

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PRODUCTS

ACTION

ADD COUPON AMOUNT

ADD PRODUCT

All (4177)Multiple (1964)Universal (175)Coupon (15)Galio (4011)Itter (10)GFX (156)

Image	Category	Company	Car	Model	Product Name	Product Code	M.R.P.	Latest	Action
	Select an Option	Select an Option	Select an Option	Select an Op	Search	Search		Select an Op	
	BUMPER SETP TRIM REAR	MARUTI SUZUKI	WAGON-R	2019 ONWARDS	BUMPER STEP TRIM REAR	GFSR-007	1400	YES	
	COMBO KIT - CHROME	HYUNDAI	VENUE	2019 ONWARDS	COMBO KIT - CHROME	GXCK-024 ES	5650	YES	
	WINDOW FRAME COVER LOWER	MAHINDRA	XUV 300	2019 ONWARDS	WINDOW FRAME COVER LOWER	PWF-043	900	YES	
	TRUNK MAT	HYUNDAI	CRETA	2015 TO 2017	TRUNK MAT	GFTM-013	2250	NO	
	BUMPER SETP TRIM REAR	MARUTI SUZUKI	SWIFT	2018 ONWARDS	BUMPER STEP TRIM REAR	GFSR-005	1400	YES	
	BODY SIDE MOULDING	TOYOTA	INNOVA	CRYSTA 2016 ONWARDS	BODY SIDE MOULDING	GFSB-002	2800	YES	
	BODY SIDE MOULDING	MARUTI SUZUKI	BREZZA	2016 ONWARDS	BODY SIDE MOULDING	GFSB-003	2800	YES	
	TRUNK MAT	HYUNDAI	CRETA	2018 ONWARDS	TRUNK MAT	GFTM-013	2250	YES	
	TRUNK MAT	MARUTI SUZUKI	BREZZA	2016 ONWARDS	TRUNK MAT	GFTM-012	2650	YES	
	TRUNK MAT	TOYOTA	FORTUNER	2016 ONWARDS	TRUNK MAT	GFTM-015	2650	YES	
	COMBO KIT	MARUTI SUZUKI	ALTO 800	2019 ONWARDS	COMBO KIT	GCK-132	2200	YES	
	BODY GRAPHICS	UNIVERSAL	UNIVERSAL	UNIVERSAL	BODY GRAPHICS - TIRANGA (ORANGE - GREEN)	GU-081 O	325	YES	
	TRUNK MAT	HYUNDAI	I-10 GRAND	2017 ONWARDS	TRUNK MAT	GFTM-001	1900	YES	
	TRUNK MAT	TOYOTA	INNOVA	CRYSTA 2016 ONWARDS	TRUNK MAT	GFTM-007	2650	YES	
	TRUNK MAT	MARUTI SUZUKI	CIAZ	2014 ONWARDS	TRUNK MAT	GFTM-006	2650	YES	
	COMBO KIT - PIANO BLACK FINISH	HYUNDAI	VENUE	2019 ONWARDS	COMBO KIT - PIANO BLACK FINISH	GXPB-024	4725	YES	

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.

Galio

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Dashboard

Sales Network

Orders

Products

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LOGOUT

PRODUCTS

Adding New

Product Details

Brand *

Select Brand

Category *

Select Category

Car *

Select Car

Product Name *

Packing Per Unit

Dimension

Coupon Amount

Color

Latest Product

☐

Description

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Write something..

Company *

Select Company

Multiple Model *

Choose Model

Product Code *

M.R.P. *

Upload Image

Choose File

No file chosen

Material Type

Coupon Hide

☒ Yes

☐ No

SAVE

Adding A Notification

Galio
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- Dashboard
- Sales Network
- Orders 5596
- Products 1964
- Category
- Model
- Notifications
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- Check-In
- District
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- Reports

Welcome : Admin
LOGOUT
SAVE

NOTIFICATIONS

- Adding new

Notice Details

Distributor <input type="checkbox"/> Select All <input type="text"/>	Retailer <input type="checkbox"/> Select All <input type="text"/>
Whole Seller <input type="checkbox"/> Select All <input type="text"/>	Sub-Distributor <input type="checkbox"/> Select All <input type="text"/>
Customer <input type="checkbox"/> Select All <input type="text"/>	Sales Executive <input type="checkbox"/> Select All <input type="text"/>
Technician <input type="checkbox"/> Select All <input type="text"/>	Message <div> B I U L > < ☰ ☷ ↶ ↷ ↺ ↻ </div> <input type="text"/>
Subject * <input type="text"/>	
End Date * <input type="text"/> mm/dd/yyyy	

Sales Staff Management

Galio

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Orders

5596

Products

1964

Category

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Check-In

District

Users

Area Sales Manager

20

Regional Sales Manage

5

Zone Sales Manager

1

Sub Admin

1

HR

1

Reports

AREA SALES MANAGER

Search

ADD NEW ASM

DOWNLOAD EXCEL

S.No.	Name	Mobile	Email	Username	Password	Retailer	Distributo	Action
1	MR. ARIF JAMAL	9971708073	arif@arifjamilgalio.com	arifjamil	9971708073	961	7	<div></div> <div></div>
2	MR. RAJESH KUMAR PRASAD	9971708073	rajesh@rajeshkprasad.com	rajeshkpr	9971708073	365	11	<div></div> <div></div>
3	MR. RAJESH PRASAD	9971708073	rajesh@rajeshprasad.com	rajeshpr	9971708073	967	20	<div></div> <div></div>
4	MR. CHANDAN	9971708073	chandan@chandan.com	chandan	9971708073	511	9	<div></div> <div></div>
5	MR. ANAND CHANDAN	9971708073	anand@anandchand.com	anandchan	9971708073	0	0	<div></div> <div></div>
6	MR. ANAND CHANDAN	9971708073	anand@anandchand.com	anandchan	9971708073	665	17	<div></div> <div></div>
7	MR. ARIF JAMAL	9971708073	arif@arifjamilgalio.com	arifjamil	9971708073	440	12	<div></div> <div></div>
8	MR. ANAND JYOTI	9971708073	anand@anandjyoti.com	anandjyoti	9971708073	0	0	<div></div> <div></div>
9	MR. ANAND CHANDAN	9971708073	anand@anandchand.com	anandchan	9971708073	984	10	<div></div> <div></div>
10	MR. ANAND	9971708073	anand@anand.com	anand	9971708073	566	19	<div></div> <div></div>
11	MR. ANAND CHANDAN	9971708073	anand@anandchand.com	anandchan	9971708073	1070	7	<div></div> <div></div>
12	MR. ANAND	9971708073	anand@anand.com	anand	9971708073	639	13	<div></div> <div></div>
13	MR. ANAND	9971708073	anand@anand.com	anand	9971708073	1066	20	<div></div> <div></div>
14	MR. ANAND JYOTI	9971708073	anand@anandjyoti.com	anandjyoti	9971708073	172	6	<div></div> <div></div>
15	MR. ANAND CHANDAN	9971708073	anand@anandchand.com	anandchan	9971708073	858	9	<div></div> <div></div>
16	MR. ANAND	9971708073	anand@anand.com	anand	9971708073	632	4	<div></div> <div></div>
17	MR. ANAND CHANDAN	9971708073	anand@anandchand.com	anandchan	9971708073	745	16	<div></div> <div></div>
18	MR. ANAND CHANDAN	9971708073	anand@anandchand.com	anandchan	9971708073	734	2	<div></div> <div></div>
19	MR. ANAND CHANDAN	9971708073	anand@anandchand.com	anandchan	9971708073	638	13	<div></div> <div></div>
20	MR. ANAND	9971708073	anand@anand.com	anand	9971708073	823	21	<div></div> <div></div>

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

Galio

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Notifications

Banners

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Car Wise Product Report

Category Wise Product Report

Area Wise Sales Network Report

Day Wise Pending Order Receiving

ASM Order Report

ASM Check-In Report

Mobile Apps Report

Coupon Product Report

Daily Working Report

ASM ORDER REPORT

DOWNLOAD EXCEL

S No	Sales Executive	Today (20 Jul 2019)		Jul 2019		2018-2019	
1	MR. ANAND	1 ORDER	₹ 16320	16 ORDER	₹ 210850	101 ORDER	₹ 1566495
2	MR. ANAND	0 ORDER	₹ 0	22 ORDER	₹ 294213	301 ORDER	₹ 2808325
3	MR. CHANDAN	0 ORDER	₹ 0	30 ORDER	₹ 699560	222 ORDER	₹ 3330420
4	MR. ANAND CHANDAN	0 ORDER	₹ 0	13 ORDER	₹ 256620	252 ORDER	₹ 6560145
5	MR. ANAND CHANDAN	0 ORDER	₹ 0	8 ORDER	₹ 148750	443 ORDER	₹ 6834831
6	MR. ANAND CHANDAN	0 ORDER	₹ 0	24 ORDER	₹ 457820	509 ORDER	₹ 5239716
7	MR. ARIF JAMAL	0 ORDER	₹ 0	47 ORDER	₹ 536638	516 ORDER	₹ 9727690
8	TESTING BY	0 ORDER	₹ 0	0 ORDER	₹ 0	16 ORDER	₹ 12075
9	MR. ANAND	0 ORDER	₹ 0	0 ORDER	₹ 0	151 ORDER	₹ 1572335
10	MR. RAJESH KUMAR PRASAD	0 ORDER	₹ 0	8 ORDER	₹ 77780	75 ORDER	₹ 610980
11	MR. ANAND CHANDAN	0 ORDER	₹ 0	19 ORDER	₹ 82700	245 ORDER	₹ 2224940
12	MR. ANAND CHANDAN	0 ORDER	₹ 0	23 ORDER	₹ 404960	68 ORDER	₹ 1181035
13	MR. ANAND CHANDAN	0 ORDER	₹ 0	19 ORDER	₹ 391130	134 ORDER	₹ 3130725
14	MR. ANAND CHANDAN	0 ORDER	₹ 0	42 ORDER	₹ 547070	93 ORDER	₹ 875726
15	MR. ANAND CHANDAN	0 ORDER	₹ 0	0 ORDER	₹ 0	1 ORDER	₹ 6200
16	MR. ANAND	0 ORDER	₹ 0	0 ORDER	₹ 0	15 ORDER	₹ 160150
17	MR. ANAND CHANDAN	0 ORDER	₹ 0	34 ORDER	₹ 254590	26 ORDER	₹ 72475
18	MR. ANAND CHANDAN	0 ORDER	₹ 0	8 ORDER	₹ 66450	0 ORDER	₹ 0
19	MR. ANAND	0 ORDER	₹ 0	12 ORDER	₹ 109740	0 ORDER	₹ 0
20	MR. ANAND JYOTI	0 ORDER	₹ 0	0 ORDER	₹ 0	0 ORDER	₹ 0

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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