The Problem

Satmola is one of the largest FMCG brands in north India with over a million customers and 150+ strong super-stockist network. The company produces and promotes a popular range of snacks, traditional Indian desserts, mouth fresheners, and corporate gifts packs.

Like our other clients, Satmola was struggling with the management of its sprawling sales network. Executives on the field were still using obsolete manual processes like pen and paper, email, WhatsApp, and phone calls to conduct business. It was creating a lot of friction in scaling the company.

Unread emails, spam emails, lost invoices, deleted WhatsApp chats, and outdated printed brochures were a constant problem at Satmola. A mutual client referred them to Abacus Desk, and soon we had our first meeting in which we took detailed notes trying to understand their business problems.

Our Solution

We proposed a custom CRM software to manage Satmola's sales network with mobile apps for sales staff. Out in the field, the salesforce would use the mobile app, and back at the corporate HQ, admin team would manage the data and generate reports to guide business decision making.

The CRM provided Satmola an easy to access ERP cum CRM system where they were able to manage their products, vendors, orders, payments, and logistics and shipment processes. The mobile app for sales team and super-stockists proved to be a game-changer, boosting number of orders.

Within a few weeks after deploying the CRM, Satmola saw an immediate increase in business productivity and the bottom line. Business processes were now easier to manage. And they now had a powerful reporting feature to deeply understand their business and make better decisions.

Modules Provided

• Inventory (product listing)
• Order management
• Sales network management
• Vendor management
• Logistics and shipment
• Reporting based on custom KPIs
• Catalog browsing via mobile app
• Ordering via mobile apps

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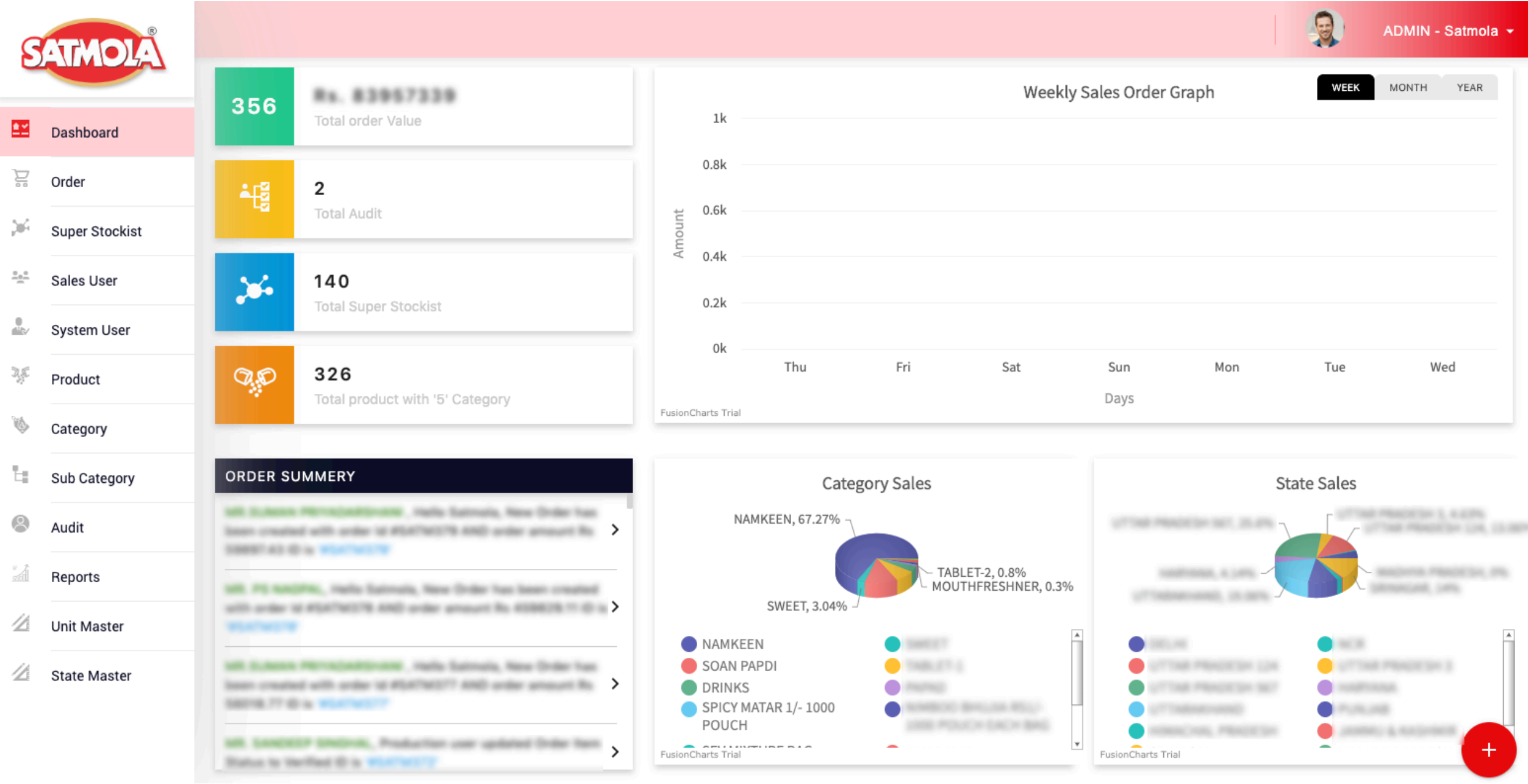
The dashboard provides a complete picture of the entire businesses with metrics for the selected KPIs and quick actions up-front. The panel is customizable to user requirements.

Super Stockists
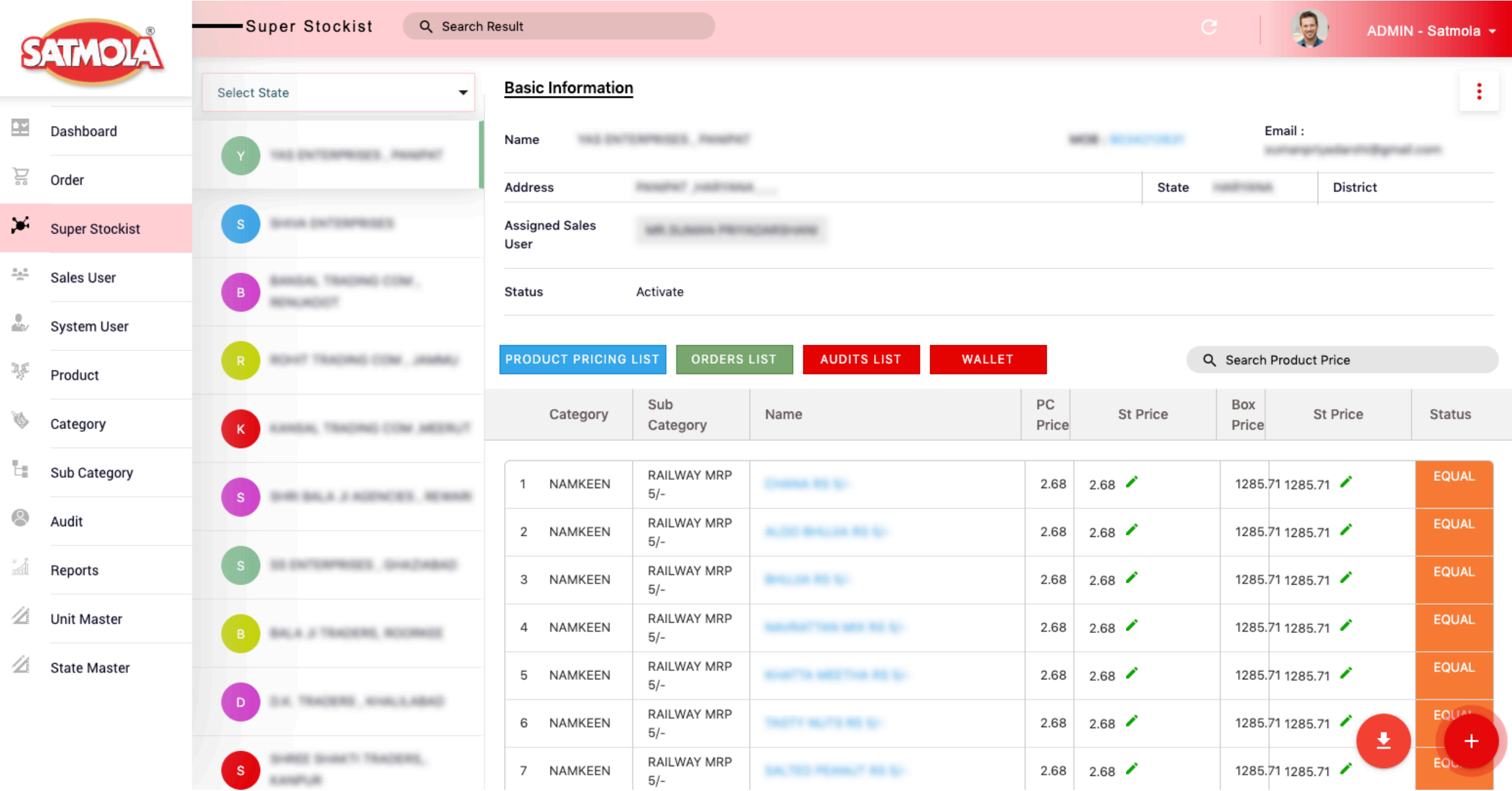
Super Stockists module provides a single place to manage every super-stockist associated with the company, with contact information, Wallet, Audits, and Order details.

Order Management

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

Orders 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 edit the order.

Sales Users
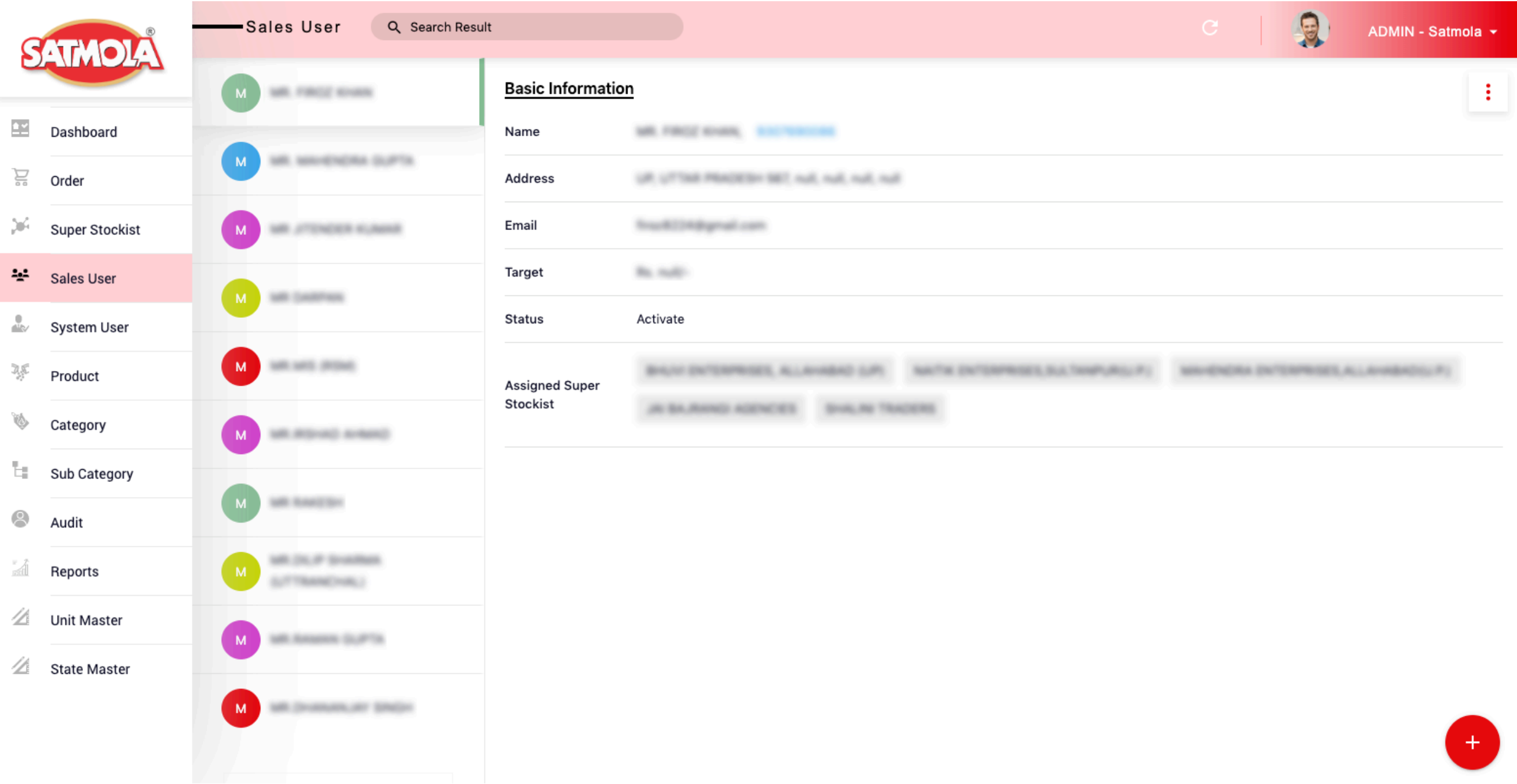
Sales Users module lets the admin team manage the employees within their sales network, with ability to assign super-stockists to individual sales executive.

System Users
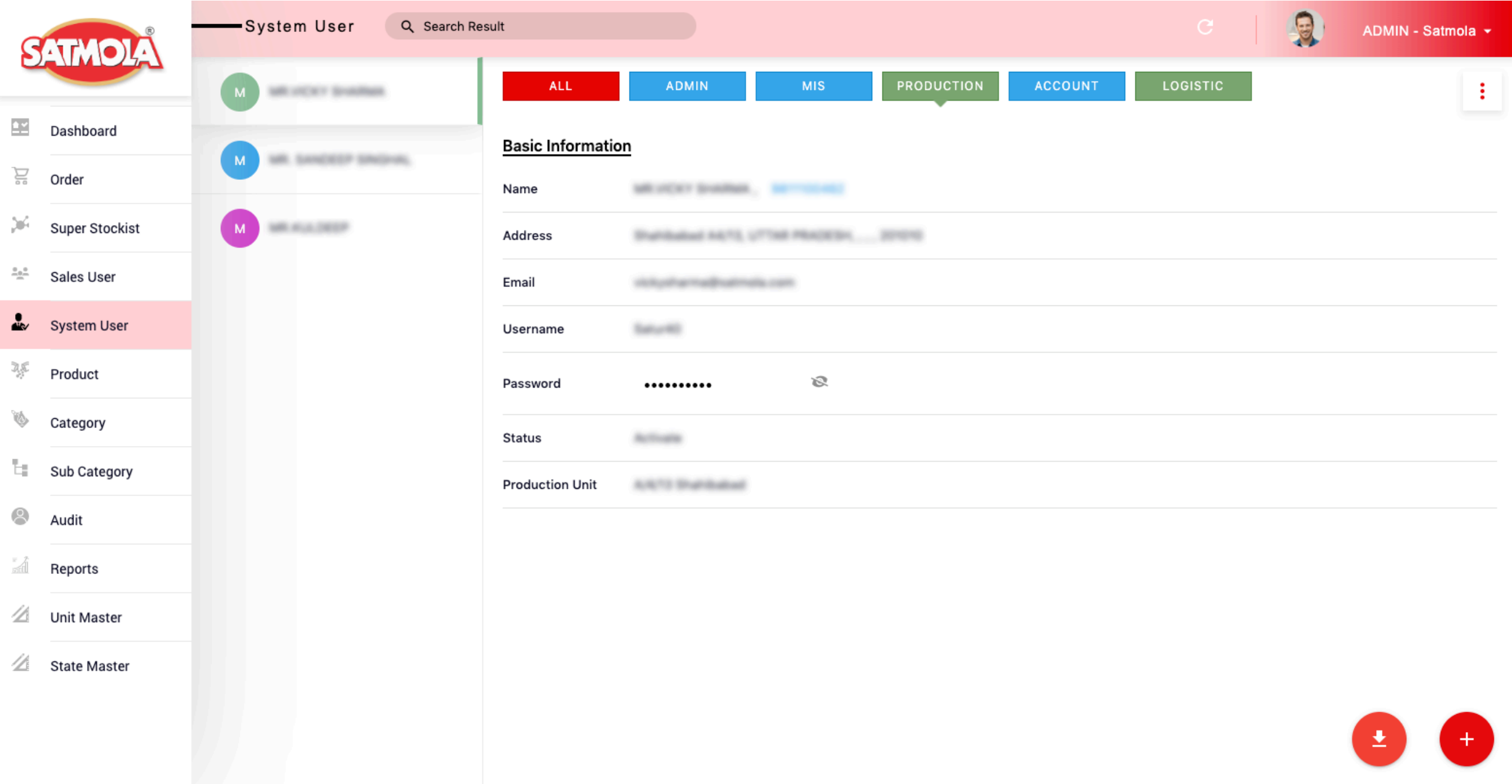
System Users module lets the admin manage other admins for system-wide, management information systems, production, accounts, and logistics departments.

Product Management

Product module provides an advanced inventory management and product listing features with multiple product hierarchies such as Category and Sub Category and essential product details.

Product Hierarchies

For large FMCG brands like Satmola, the product range can be overwhelming and a challenge to manage. To solve this problem, we introduced Category and Sub Category sub-modules.

Adding A Product
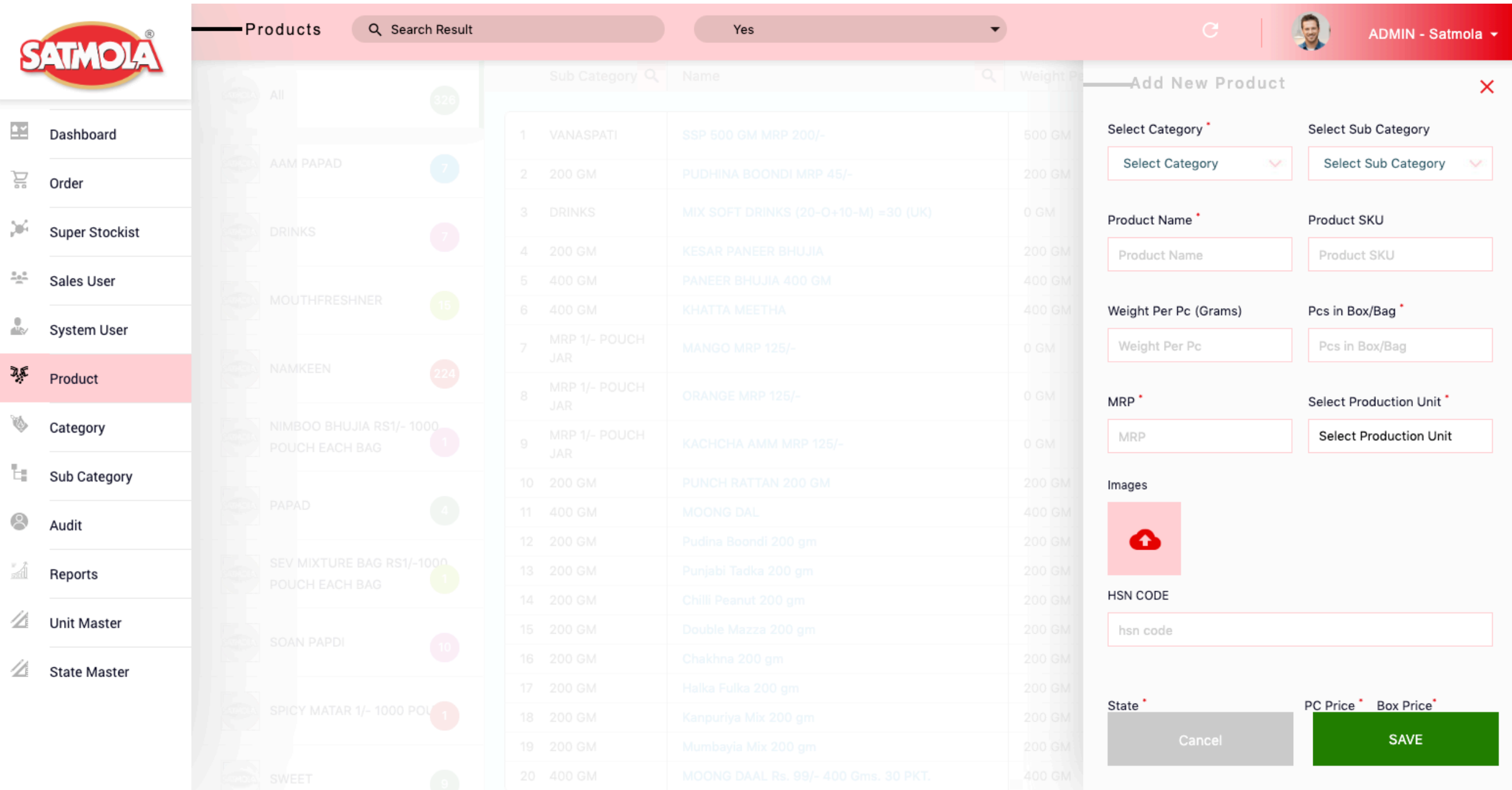
Adding a product is a breeze with Adding New Product section that provides all the essential FMCG product metadata details like Product Name, Category, Sub-Cat, Weight, Price, PU, and Pack Image.

Reporting
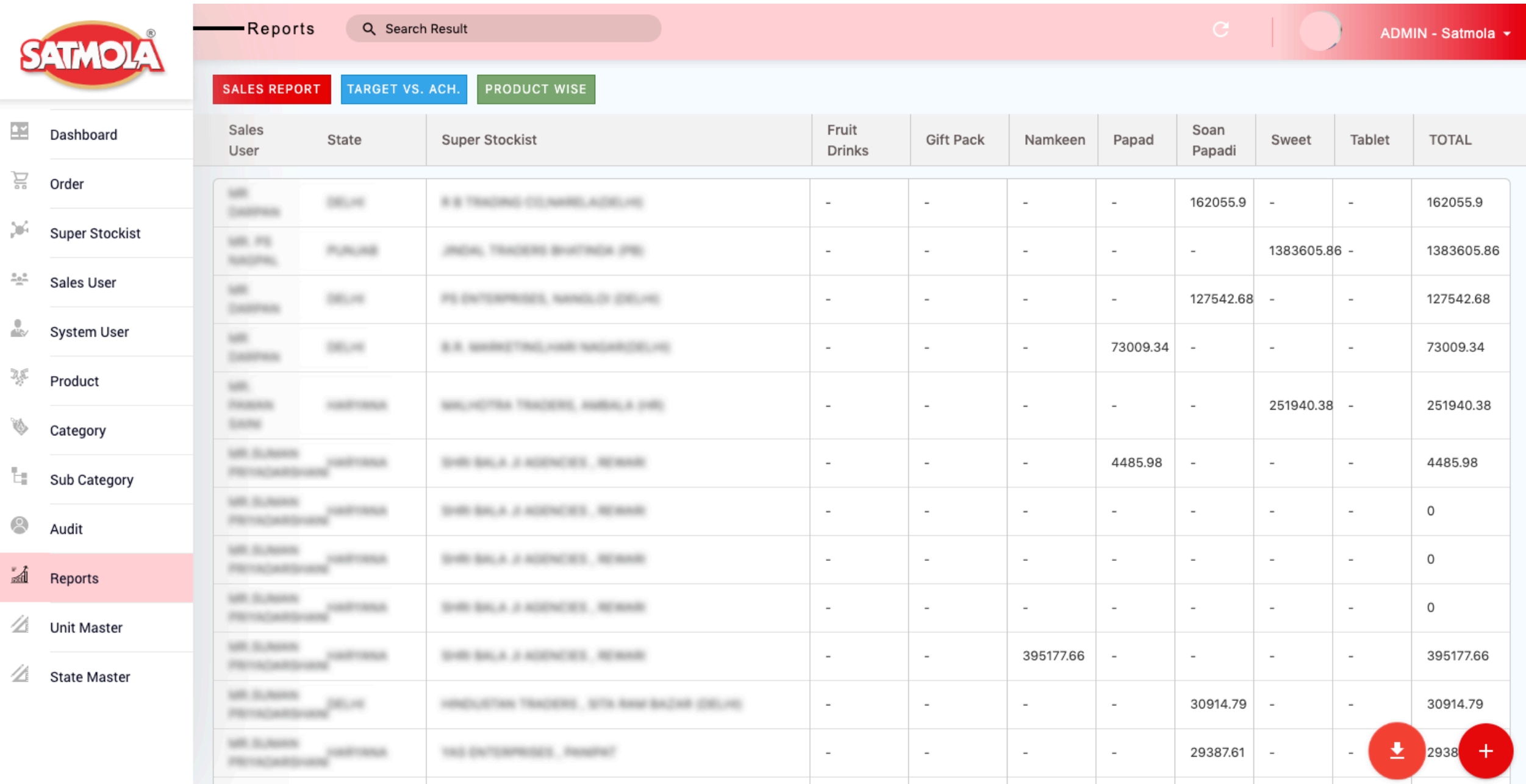
One of the most powerful features of the CRM, Reporting module provides reporting for the entire sales team, individual sales executives, super-stockists, and product-wise.
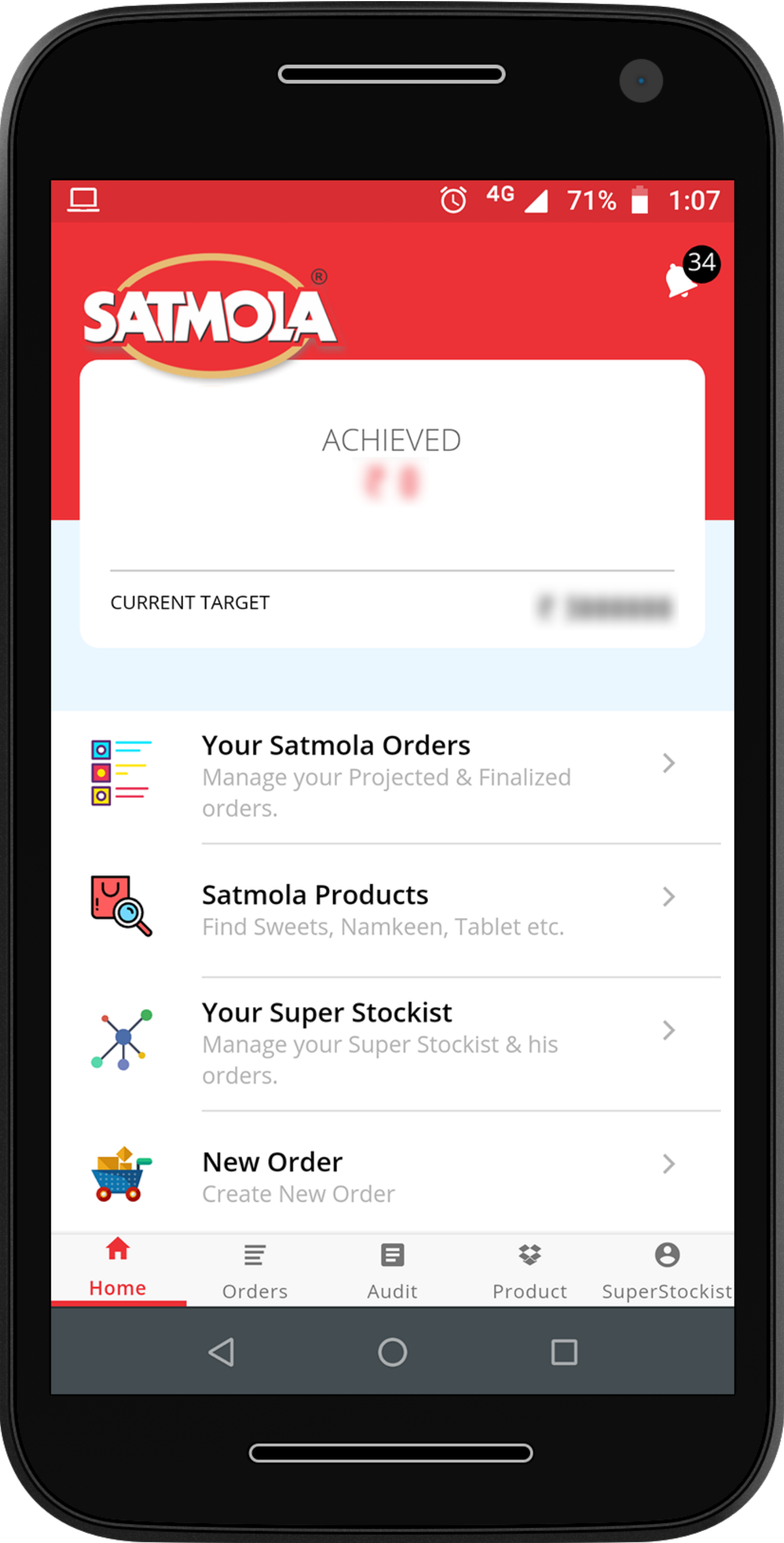
Satmola's mobile app for sales executives provides straightforward product catalog browsing and ordering process. The app is connected to the CRM so that all things like inventory, products, and orders are always in sync.

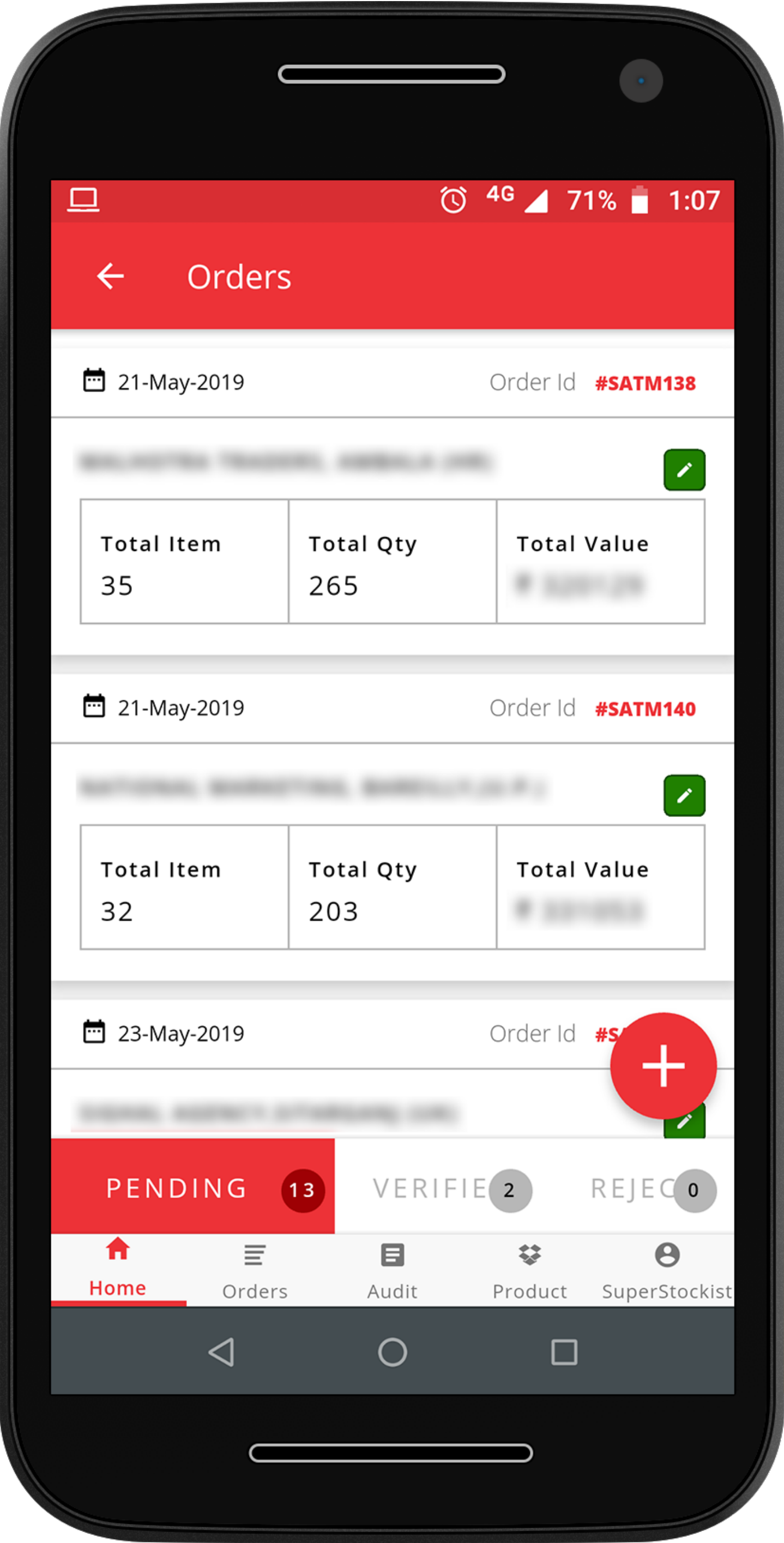With Satmola's mobile app, the sales executives have a complete order module capabilities at their hands. The screenshot on the left shows the Order history with the ability to see a particular super-stockist's orders.
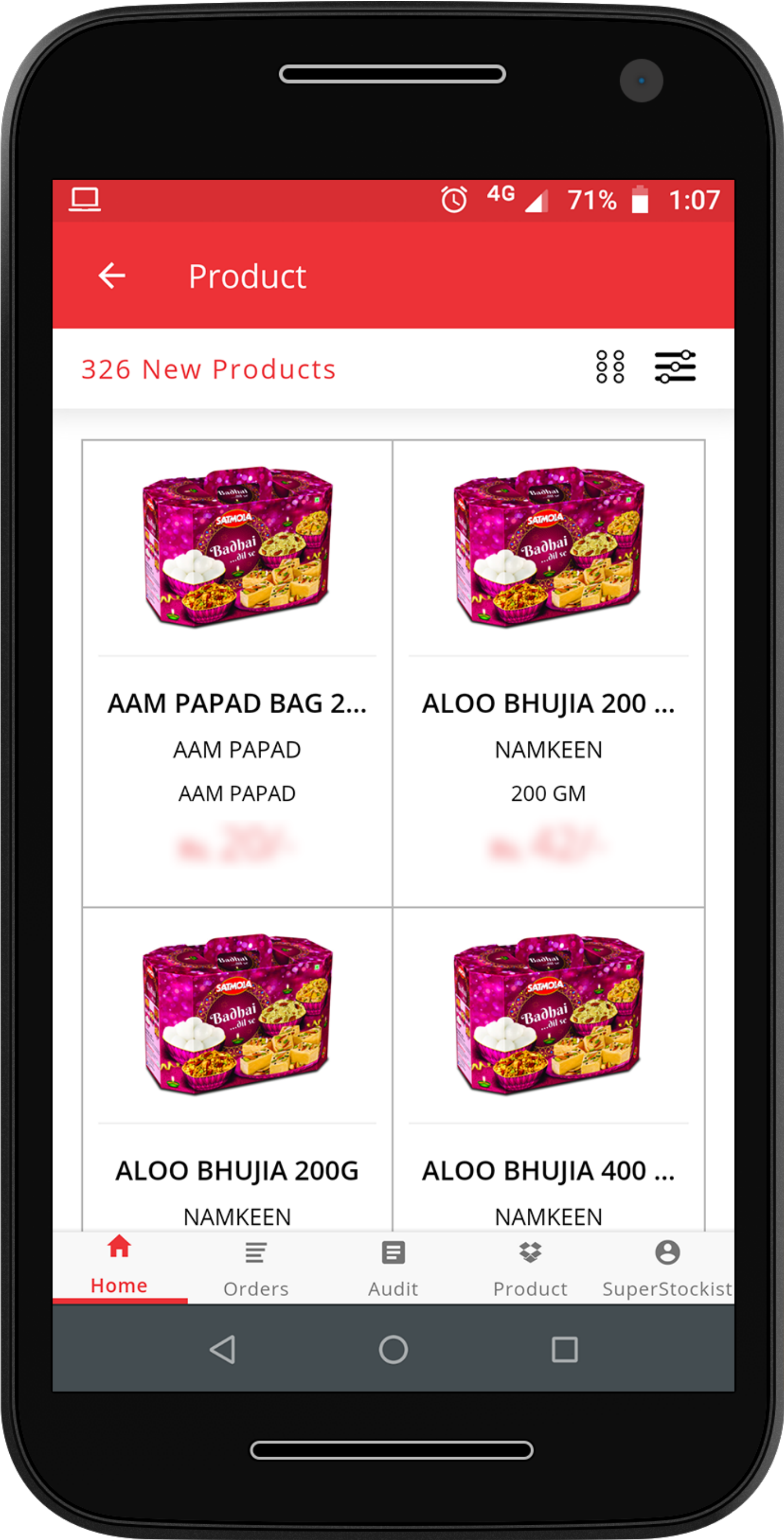
The product catalog feature is one of the most powerful features and lets the sales executives showcase all the products without needing to print costly brochures. The catalog is managed from the CRM and updates in real-time.
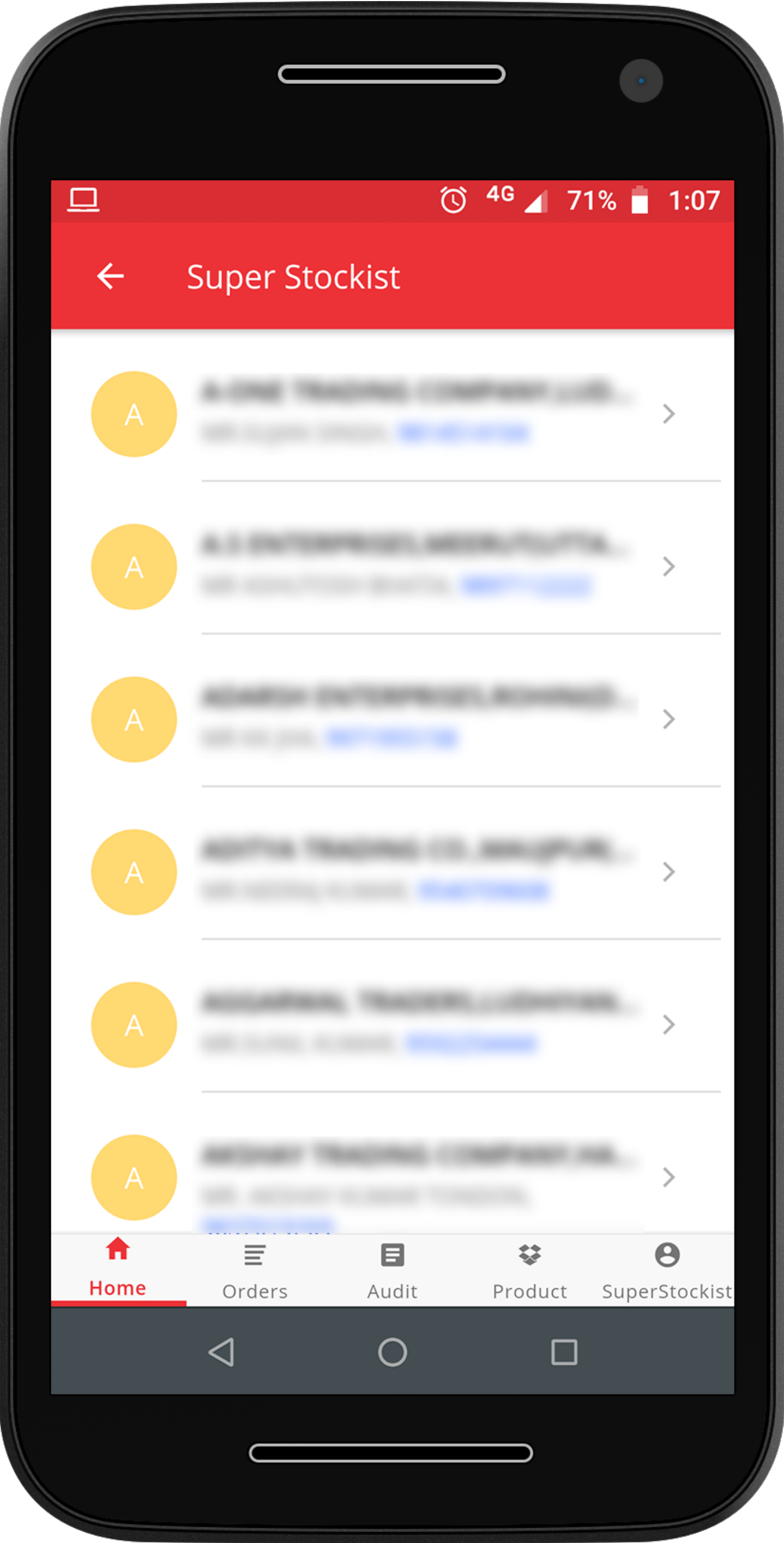
The sales executive can browse a list of their assigned super-stockists. Upon clicking a particular super-stockist, the executive can go into more details such as their previous order-history and contact information.
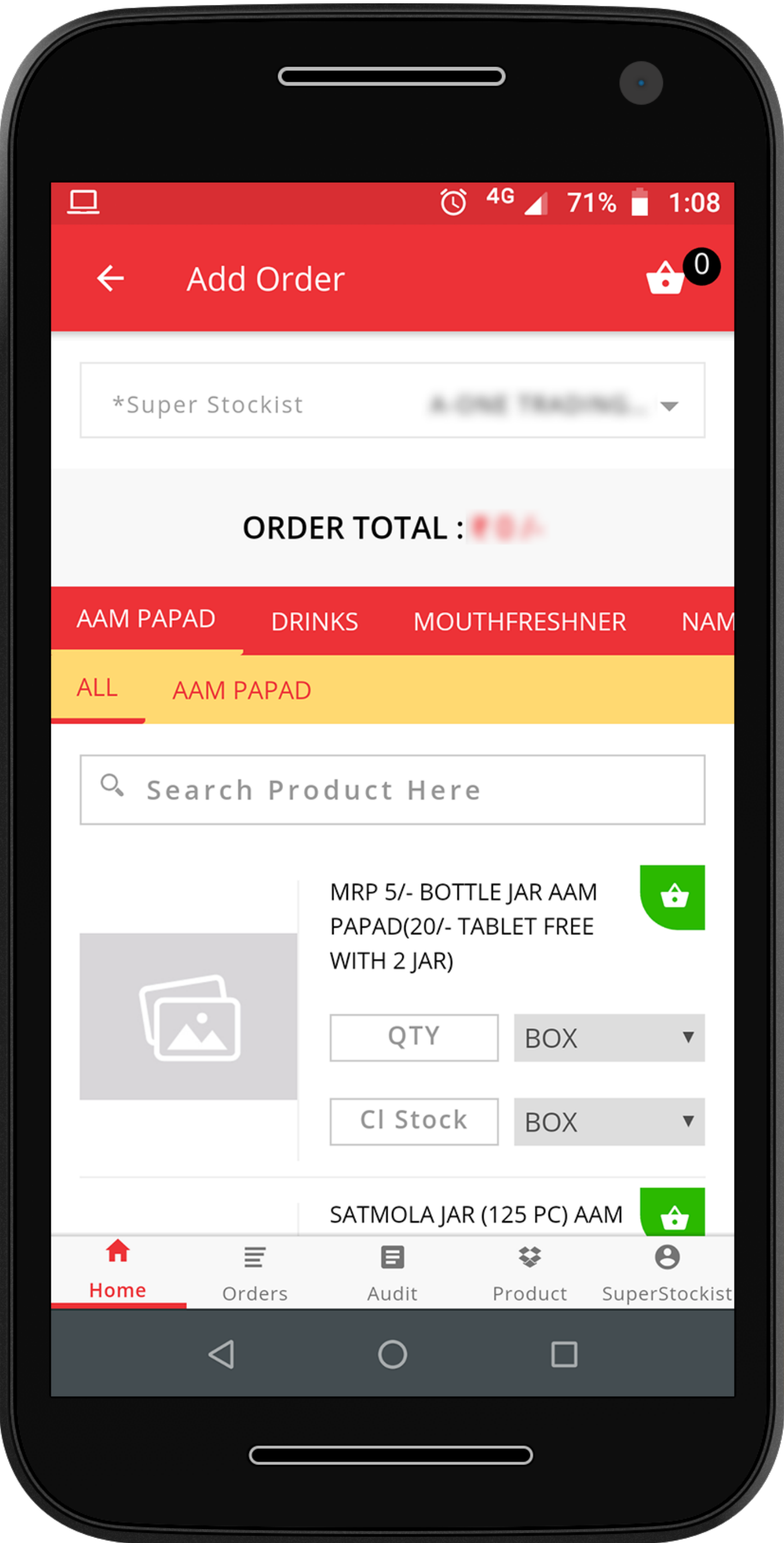
The sales executives can painlessly place an order for a particular super-stockist on the fly with the Add Order feature of the app. They can select the category, sub-category, product type, quantity, and order type to place the order.
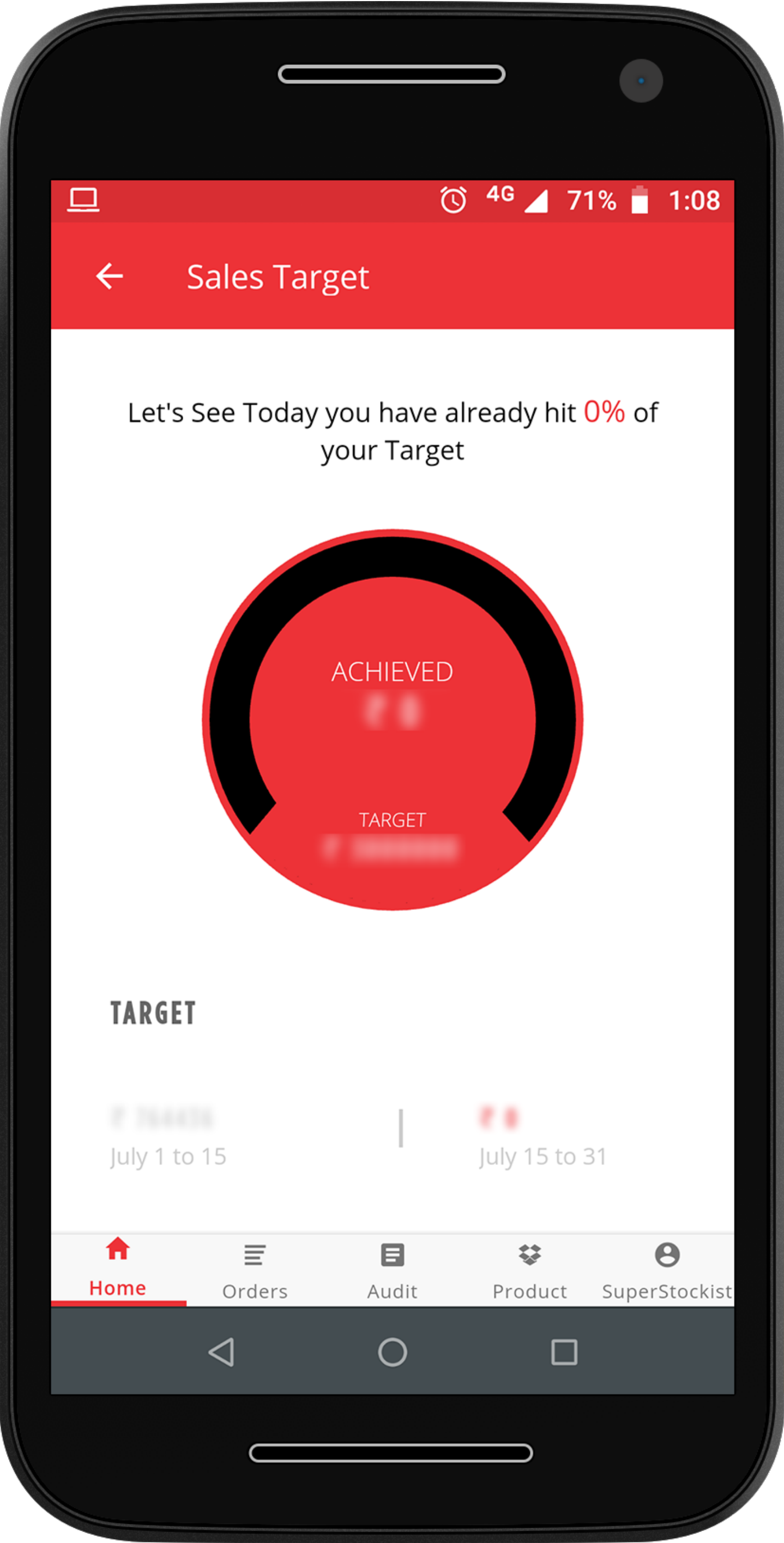
To keep the sales team passionate about their sales activities, we introduced the Sales Target feature with Satmola app, a first for both Satmola and us. The Sales Target is a healthy reminder to achieve the monthly target set by sales managers.
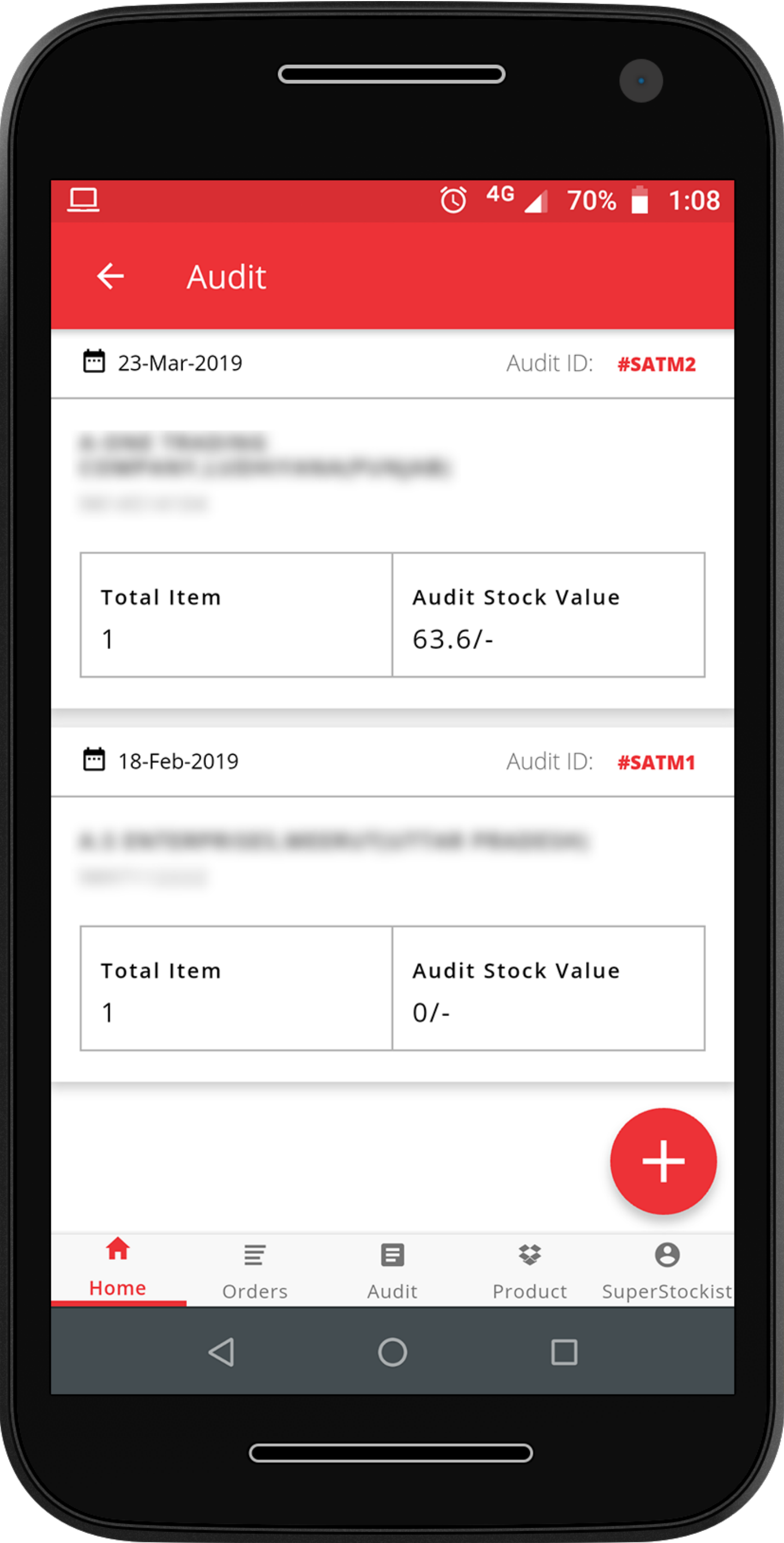
It's a norm in FMCG industries to conduct an on-premise audit of their super-stockists to assess brand health. Satmola's app help sales executive conduct these audits painlessly.

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