

Improved On-Time Delivery

of a Leading Auto Lubricant Distributer

Maximized productivity and efficiency while improving delivery time and the user experience by enabling the sales agents to place, track, and manage orders on a unified mobile platform

— The Client

The Client is one of the leading lubricant players in the state of Odisha with a network of 60+ sales agents, spread across 3 main distribution centers, and 18 regional offices. It is an automotive distributor for lubricants, lubricating oils, tubes and tyres, and commands a significant market share in the sector. It specializes in all kinds of lubricants and automotive fuels in all the market segments- premium, quality and budget.

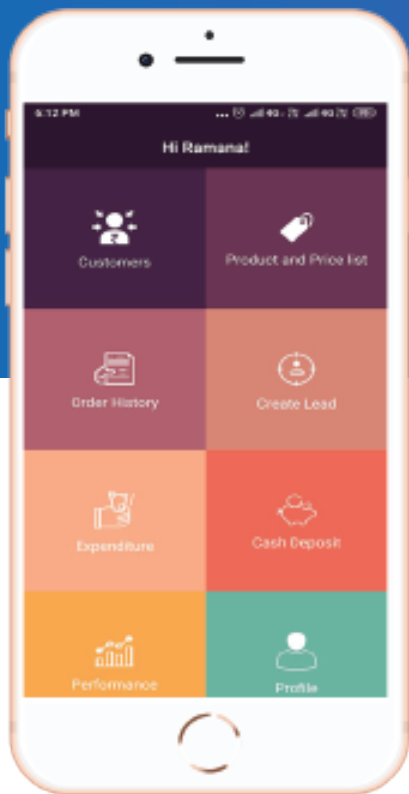
— Executive Summary

Built and deployed a complete, end-to-end order processing mobile app which helps the;

- i) sales agents to optimize the delivery of products with reduced paperwork, increased efficiency and reduced delivery time using lean tools.
- ii) management team ensure that the inventory is stocked up and performance evaluation of the sales team is transparent and outcome-based.

- 1.75 crore in sales revenue
- 95,000+ units of orders placed through the mobile app
- Reduced delivery time from 20 days to 4 days

Project Duration
6 months



Home Screen



Admin Dashboard

— Challenge

The Client was looking for a comprehensive solution that enabled the sales agents to eliminate the use of paperwork, introducing automation and transparency in the system. It also wanted to introduce sales incentive program, to increase the overall efficiency and performance of the team.

— Approach

The core idea was to first understand the pain points of the three main stakeholders;

- i) The accounting team that uses Tally for inventory management and stock keeping
- ii) The management team that oversees the daily operations to ensure efficiency and both, employee and customer satisfaction
- iii) The on-field sales teams that travel all day holding meetings with potentials customers, and manage the existing ones

We then created the lean product canvas complementing user stories with personas, storyboards, scenarios, design sketches and other UX artefacts.

Once the lean canvas was validated, we started to design the solution, combining Agile and Lean UX methodologies.

— Solution

As the business was beginning to grow, the client had started to identify gaps in the business process.

Some of the critical challenges were:

- Increased dependency on paperwork as the field sales agents were expected to keep up with the meticulous bookkeeping that goes with their accounts.
- Increase in expenses as the sales agents were expected to travel back and forth to update the computer databases in their respective offices with the recent orders, payments and prospective customer information.
- Inventory control problems since the agents had no access to any real-time update of the product inventory from Tally. For example, let's say there was only one unit in stock of a popular item. Two sales agents can easily accept the order of the last item, leaving at least one of the two customers disappointed.

We built a one-stop solution that leverages technology to make the entire process from the customer visits to order confirmation and payments, easy, transparent, and available on the mobile.

The app lends the ability to the sales agents to view the entire product inventory and price tracking, place and manage orders, and track product delivery, helping them be more efficient and drive better sales.



With increase in the number of sales agents, the management was also facing difficulties in tracking the customer details, payment on all orders and implementing the sales incentive program.

The admin app allows the management to monitor the orders, deals, and payments ensuring that the daily operations is running flawlessly, smoothly, and is impeccably recorded.

— How the Product Helped

We came up with this turnkey solution after passing through various stages of business analysis, solution implementation, and customization. The mobile app leverages the most advanced and innovative technological capabilities to transform, and enhance the user experience for the sales agents to drive their sale conversion, and help The Client increase its competitive advantage within the industry.

— Tech Stack



Backend
JAVA Spring Boot



Cloud Server
AWS



Base framework
React JS



Mobile Application
Android



UX/UI Design
Sketch