

Case Study: Improving sales for a leading Construction Machinery manufacturer in SAP C4C

The client, a prominent company in India specializing in self-loading concrete mixer production, boasts more than thirty years of expertise and a customer base exceeding 16,000, showcasing a robust international presence.

Challenges



Sales cycle in third-party software

Used third-party marketing tools which lead to delays, errors, and inefficiencies in order processing, quotation management, and lead tracking.



Limited visibility

Sales managers lacked real-time visibility into the sales pipeline, hindering their ability to forecast sales and allocate resources effectively.



Sales forecasting and reporting

Poor sales forecasting hindered their ability to plan production, manage inventory, and allocate resources effectively.

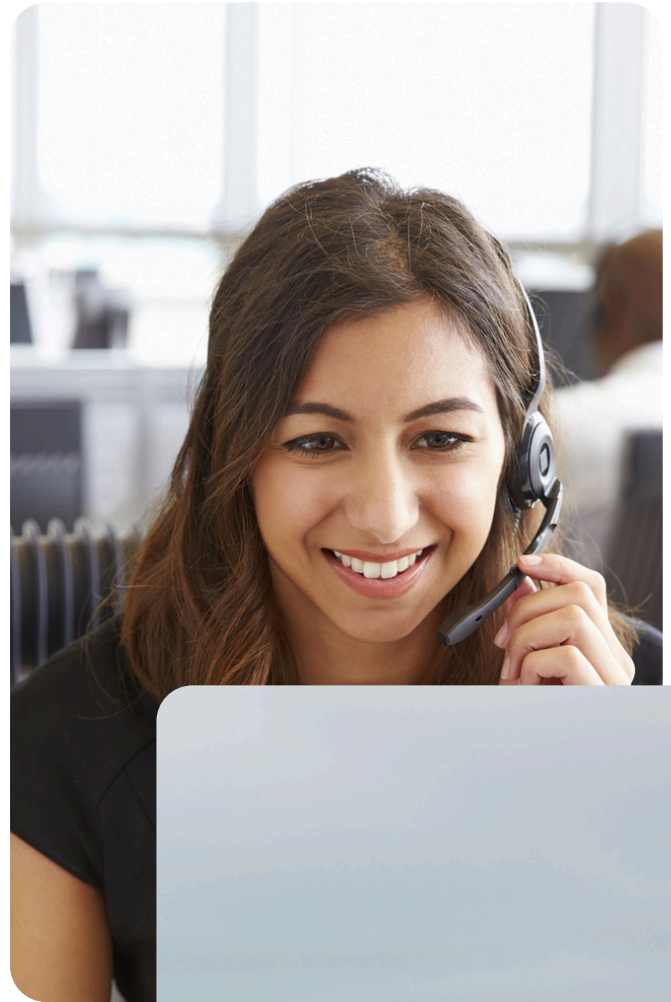
Business Scenario

The client aimed to utilize contemporary solutions such as SAP Cloud for Customer (C4C) to cater to the expectations of today's discerning customers.

Solution

Maventic assisted the client in optimizing crucial stages and milestones through SAP Cloud for Customer (C4C). This involved setting up sales processes, linking with ERP for data synchronization, and interacting with customers through targeted marketing initiatives and personalized services to improve the overall customer journey.

- **Sales Process Optimization**
Streamlined key stages and milestones to enhance efficiency and effectiveness.
- **Configuration and Customization**
Configured sales processes and customized standard views using SAP Cloud for Customer (C4C) to align with specific business needs.
- **Integration with ERP System**
Enhanced operational efficiency with real-time data synchronization between C4C and ECC for customer data, product information, pricing, and order status.
- **Sales Forecasting and Reporting Tool**
Leveraged C4C's built-in analytics and reporting capabilities to track sales performance and KPIs.
- **Prospects to Customer Conversion**
Utilized C4C's customer engagement functionalities to engage with customers throughout the sales cycle.



Benefits



Improved sales processes



Enhanced decision-making



Increased customer satisfaction

maventic

+91 829 6969 824

experts@maventic.com

www.maventic.com

AECS Layout - C Block, Brookefield,
Bengaluru, India - 560 037