

Dorset Kaba Case Study

Company profile

Established in the year 1995, Mars Industries Pvt. Ltd., had already carved for itself, an enviable niche in the national as well as international market under “dorset” brand. Mars industries is an ISO 9001:9002 certified company.

Spurred by success and fired by the will to surpass, the company strives continuously towards achieving the mission of the company.

The group has its manufacturing facilities at udyog vihar, phase 6, and at Bhora Kalan (binola industrial area), gurgaon (haryana) and two other facilities at Sidcul Industrial Area, Haridwar (Uttranchal). The corporate cum marketing office is situated at New Delhi.

The group entered in a Joint Venture in April, 2007 with KABA of Switzerland to manufacture and market all sorts of mechanical, mechatronic locks, high security systems and stand alone total access control systems.

Dorset Faucets has successfully launched its complete range of Sanitary and bath fittings in September 2007.

Business situation

With the increase of corporate customers and dealers all over India, Dorset had to move into an environment wherein they could give information to their managers ‘on the Go’. From paper-based systems to enterprise CRM, each office had different processes and strategies, making it difficult for managers to quickly analyze sales effectiveness. To support further growth, Dorset needed to support a consistent sales process and reporting structure.

Objectives

- To deploy a CRM Solution that caters to the Manufacturing Industry.
- To deploy a comprehensive CRM => from Sales Force Automation to Order Fulfillment to Customer Service.
- To enhance Relationships with Customers, Partners, Resellers, Prospects, Leads & Opportunities
- To effectively manage the diverse Sales team working in several branch offices across India.
- To securely manage all customer interactions (emails & phone conversations) in a centralized database
- To effectively manage the complete Order Fulfillment from Sales Order to Pick => Pack => Ship => Fulfill the Order.

Solution

CRM24X7 Production-Distribution is the vertical CRM product for the Manufacturing Industry. Deploying CRM24X7 On Demand has enabled Dorset to drive a consolidated CRM strategy across its organization, ensuring that sales people continue to follow best practices and managers have rapid access to accurate information for decision making. Key benefits from the application include:

- **CRM24X7** helps Dorset from Campaign Management to Prospect & Lead management to Sales Force Management to Order Fulfillment to Customer Service Solution.

- **CRM24X7** Inventory Module helps Dorset in keeping track of Products at different Inventory Locations and movement of products between these locations
- **CRM24X7** Order Fulfillment Module ensures the delivery fulfillment of Sales Orders and Repair Orders.
- **CRM24X7** helps Dorset in managing every Customer Touch point; be it Sales Enquiry, Repeat Order, Product Delivery or Customer service.
- **CRM24X7** has significantly improved the visibility within the organization;
 - Sales Managers can get Sales Pipeline reports by Region, by products within seconds
 - Stores Managers can get Inventory reports by products or by store locations within seconds
 - Customer Service Managers can get reports on all pending issues within seconds.
- **CRM24X7** has significantly improves the organization productivity. With rapid access to the right information at the right time, the entire organization spend less time trying to analyze and understand the data are able to focus on driving organizational growth.
- **CRM24X7** has Improved Success. Streamlining the business process and reducing the time needed for reviews while minimizing administration costs has enabled Dorset to increase revenues and profit margins
- **CRM24X7** On-Demand has made all this possible at fraction of the cost of perpetual license cost.