

Possibilities Unlimited

Digitizing dealer operations for a kitchen and bath fittings manufacturer to deliver increased visibility and support business growth

Case Study

Summary

The Indian subsidiary of a leading global kitchen and bathroom fittings manufacturer, with over 13 product lines, a nationwide network of 400+ dealers, and operating revenues exceeding INR 5 billion, sought to expand its business in the region. However, their reliance on customer support

executives to manage the dealer network led to operational inefficiencies, limited visibility, and hindered the company's ability to scale. Visibility into dealer operations is also crucial for the client to plan its supply chain, marketing, sales activities, and working capital. Therefore, they were looking for a solution that would streamline dealer operations and be scalable in line with their growth plans.



TradeEdge SFA helped the client digitize, automate, and streamline dealer operations for improved efficiencies and enhanced visibility, enabling them to maintain seamless communication and stay connected with their dealer network at all times.

Business challenges

Manual dealer operations impeding visibility and ability to scale

The client has an extensive network of over 400 dealers spread across the country, supporting both institutional and retail sales. The process and nature of managing institutional sales differ from retail sales, with institutional sales orders often having discounted pricing for purchase quantity commitment on an annual term, advance payments, etc. Efficiency in managing the dealer network and building synergies is critical for the company's ability to serve its customers, whether institutional or retail, and grow its business.

The client depended on its team of customer support executives, who manually managed dealer operations, including onboarding, order taking, processing, payments, status updates, claims settlement, etc. Scaling the business required adding team members, resulting in escalated resources and operational costs. Manual dealer operations management was also causing process inefficiencies, impeding the client from gaining a reliable, timely, and comprehensive view of the dealer network operations, eventually impacting the business' growth.

Limited visibility into dealer operations affecting planning

Having an integrated and reliable view of dealer operations is essential for different functions of the client to effectively plan their strategy and execution. Supply chain teams, for example, rely on this information for supply and demand planning, inventory management, and order fulfillment; legal teams to ensure timely contracting, agreement renewals, and compliance; finance teams for accounting, working capital planning, and credit extensions; marketing teams to plan product launches and promotions. Lack of visibility into dealer operations impacted the client's ability to make informed decisions.

The client required a solution that could streamline dealer operations, accommodate various process flows based on customer type and related specific requirements, and offer a comprehensive view of dealer operations. The solution platform also needed to facilitate seamless communication among dealers and be able to scale as the business and dealer network grew.

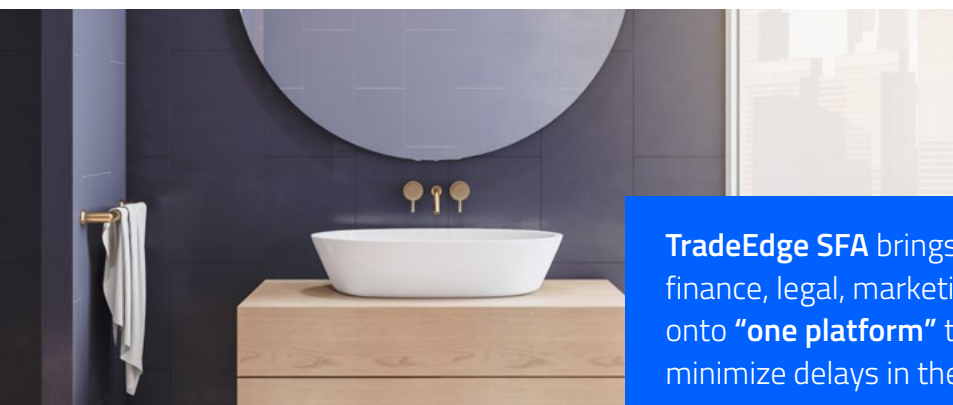
Solution

Digitizing dealer operations and enabling seamless communication with TradeEdge SFA

EdgeVerve's experience working with the consumer goods industry and understanding the unique nuances of emerging markets like India made us a partner of choice for the client.

An understanding of the complexities of the client's dealer network, the different sales and support processes, and other key requirements helped us configure the solution, meeting the client's specific business needs.

Our solution digitized, automated, and streamlined dealer operations, from onboarding to order placement, payments, claims management, and contract renewals, thus enabling seamless collaboration and communication between client teams and their dealer network across India.



TradeEdge SFA brings together all stakeholders — dealers, finance, legal, marketing, sales, supply chain, and support — onto **"one platform"** to improve operational efficiencies and minimize delays in the order-to-cash (O2C) cycle.

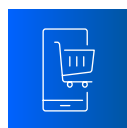
Our solution has built-in configurations to manage process-flow variations for various order types, including institutional or project sales, retail, and after-sales service replacement or spares. It seamlessly integrates with the client's ERP systems, providing all relevant stakeholders with a **"real-time and single view"** of dealer orders and operations.

We adopted a **mobile-first approach**, allowing dealers and sales teams to conduct all key activities and receive updates while on the go. Leveraging our solution:

- Dealers can get real-time updates on orders, payments, fulfillment, and stock availability. They can also easily place orders, initiate payments, submit claims, and seamlessly communicate with the client executive for further information and support.
- Sales teams have a templated view to create new dealer profiles, initiate KYC procedures, analyze orders, and payments, and track overall dealer performance based on sale type, region, product, etc.
- Customer support executives can track orders, allocate pending orders, verify claims, track payments, invoices, and shipments, and connect with customers in case of any queries.

Benefits delivered

Our solution assisted the client in digitizing operations, improving process efficiency, and providing all key stakeholders and functions with a unified, real-time view of dealer operations, allowing them to manage their dealer network better, plan efficiently, and make informed decisions as they scale up.



90%+ orders acquired digitally through TradeEdge



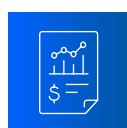
100K+ transactions with a total order value of INR 200 million processed annually



Near real-time visibility into dealer operations



Two-way communication with the dealer network



Optimized credit risk and improved compliance

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About TradeEdge

TradeEdge is a cloud-based SaaS platform that delivers channel visibility, driving demand planning and short-term replenishment to brand manufacturers across the globe. In the aftermath of the pandemic, TradeEdge has transformed itself into a peer-to-peer networking platform extending its relevance to the supply side. With the explosion of e-commerce and new product introduction, demand signals have become even more fragmented. Supply disruptions and meet increasing consumer expectations have called for innovative ways to orchestrate orders and fulfill demand. TradeEdge is playing a key role in driving this transformation for the top 20 global brands connecting them with more than 6000 distributors and 1000 retail partners across 130 countries.

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www.edgeverve.com/tradeedge

About EdgeVerve

EdgeVerve Systems Limited, a wholly-owned subsidiary of Infosys, is a global leader in developing digital platforms, assisting clients to unlock unlimited possibilities in their digital transformation journey. Our purpose is to inspire enterprises with the power of digital platforms, thereby enabling our clients to innovate on business models, drive game-changing efficiency and amplify human potential. Our platforms portfolio across Automation (AssistEdge), Document AI (XtractEdge), and Supply Chain (TradeEdge) helps inspire global enterprises to discover & automate processes, digitize & structure unstructured data and unlock the power of the network by integrating value chain partners. EdgeVerve, with a deep-rooted entrepreneurial culture, our innovations are helping global corporations across financial services, insurance, retail, consumer & packaged goods, life sciences, manufacturing telecom and utilities, and more. Visit www.edgeverve.com to know more.

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