



TRIDENT Stride



STRIDE

Problem or concern area for the particular industry/company:

1. Leads are randomly assigned to agents.
2. Agent's interaction with client is haphazard and untimely Operating only on MS-Outlook and Spreadsheets which is inefficient and more susceptible to human errors
3. Tracking performance on various criteria is a tedious task and requires involvement from the Operations dept
4. Minimal reporting capabilities
5. Only top-of-the-head recollection of past interaction with clients and of their transaction history.
6. Hard to link specific lead with agent resulting in low levels of accountability
7. Training sessions/ demonstrations held to showcase product information which is time consuming and expensive
8. Quality of lead source database rarely checked resulting in waste of marketing time, money and effort.
9. Restricted forecasting and decision-making abilities
10. An estimation of the effort being put in is made only at reviews that are held twice a year or once a year. A STRIDE ensures that the intangible aspects of Agent performance is reflected at an early stage enabling management to weed out non-performers.

Overview of the product/application:

STRIDE is the process of dealing with a large number of business inquiries in an organized manner. It is advisable to not think of it as an application or a program.

Rather, it is a systematic and automated approach for sales-oriented businesses to maximize revenue. It is the one resource that a salesperson needs to perform all of his duties and the one tool the middle and upper management need to track performance on various parameters. The comprehensive reporting capabilities are available to the upper and middle management on their mobile phones. They can obtain the information of their choice by pulling up specific MIS reports using various combinations.

Solution offered to the specific industry:

A hierarchical structure is put in place to ensure transparent flow of information (Superadmin-> Admin1-> Admin2-> Agent) which translates to (National Manager-> Regional Manager-> Branch Manager-> Agent)

Utility + Ease of use for optimum performance at Agent level

Critical selection based reporting available at all levels

Added features to aid in indirect business functions



Features & benefits:

11. Brings a process flow in place
12. Organization of large amounts of info
13. Accountability
14. Organizing daily activities
15. Immediate capture of customer mind-space with quick turnaround time
16. Product and Employee Performance Track and Reporting
17. Region / Branch Performance
18. Easy communication of product info to all
19. Aids in decision making on a real time basis
20. Easy to use, attractive GUI
21. Tool for cross-checking Travel Exp & Incentive payouts
22. Can gauge performance of the lead data source
23. Can track qualitative measures such as effort put in/ initiative taken by the employee
24. Detect reasons for leads not converting to sales at an early stage

Conclusion:

An unorganized and haphazard approach towards sales is often the difference between success and failure for a business. Mismanagement of business enquiries in today's competitive environment is a luxury none of us can afford.

In an ideal world, you want your sales force to put in a whole-hearted effort from the onset. You want to equip them with the tools that they require to supplement their efforts. You want to know more about your customers and general preferences. You want to know the yield from your marketing money spent. You want to streamline and automate processes that do not directly contribute towards your bottom-line without compromising on quality of operations. You want to see the results across various parameters on a real-time basis. You want to be actively involved in your company's growth without being restrained by your location and accessibility to computers.

You want bSmart's STRIDE. Welcome to an ideal world!



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