

Sanjay Tools

About Client Executive Summary

Sanjay Tools and Accessories Pvt Ltd (STAPL) based in Pune, India is in the business of distributing Industrial Products and Services all over India. STAPL came to Fristine Infotech with a peculiar problem, which was, how do they manage more than 14 business verticals, all in the same customer platform? Having a 360 Degree view of all their customers and employee performance was a key requirement, to which the answer was powerful Zoho One Platform. Read through to understand how Fristine Infotech leveraged Zoho One Platform to help Sanjay Tools achieve one single view of their customers.



Introduction

Sanjay Tools & Accessories Pvt Ltd is a leading Industrial Material Supplier in India, having already tried Salesforce for 1 year, they were looking for a solution which could handle their business verticals and give a high-level view to the CEO. This meant that each business vertical would operate on it's own and yet roll up all the critical figures and target the CEO. This was a fair thing to ask from a Distribution led company, but their current CRM Salesforce Version was not able to handle it. This prompted them to contact Fristine Infotech, and gave us a clear understanding of their business process, pain-points and requirements. We suggested them with a platform, method of implementation and phase by phase guide to digitize their process.

The Business

STAPL is an authorised channel partner of leading industrial products & services distribution entities in India. Their products are recorded as best performing products ranging from oils, greases, lubricants, inserts, tools, cutters, abrasives, safety products, tapes & adhesives, compressors, oiling & greasing equipment & similar products. Sanjay Tools & Accessories Private Limited has a manufacturing unit of Solid Carbide Tools under the brand name of EAZYCUT. Also, for Kaeser Compressor division & 3M Abrasives, they offer maintenance services 7 days a week. Product range depicts our commitment to provide high performing, standard solutions. STAPL has a unique business model in which each Principal is treated as a separate business vertical within STAPL and the respective vertical has a Team Leader who is heading a dedicated & competent sales, service & application

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engineers' team working for the respective vertical. Vertical head is empowered to take decisions for his individual vertical.

The Challenge

STAPL's unique business model of having multiple principles (Business Unit) was definitely a great idea, but it had its share of challenges too. Each Business Unit/Vertical had their own set of challenges and data to be recorded. Making this process seamless was key for higher adoption of Software among the Employees. Before STAPL adopted Zoho ONE, there was no single source of truth or uniformity among the teams, each team had a fragmented approach which led to inefficiencies. STAPL's Managing Director, Mr. Sanjay Shirodkar soon realized that the next phase of growth at STAPL will require efficiencies and data driven decision making approach among the senior leadership team of STAPL. This was easier said than done, finding a software and implementation partner, who understands this and delivers the same was another challenge.

Finding a Solution

STAPL's Business Analysis team headed by Tushar Joshi, was on the lookout for a software which could deliver on all their criteria and address their challenges. After going through multiple options among Cloud Based CRM, Tushar came across Zoho, and found Fristine Infotech as an Authorised Partner on Zoho's website. Fristine Infotech had immense experience in the Manufacturing, Retail, Distribution and Logistics sector and had a track record of bringing a problem solving approach to client's challenges. Fristine was quick to suggest Zoho One Plan for STAPL and rolling it across all it's functions for all the employees. The logic behind this suggestion was providing a single view of all the customers and business verticals irrespective of Sales, Service, Marketing, Compliance, Operations and Analytics for the leadership team.

Implementation and Results

STAPL and Fristine Infotech teams worked on phase by phase implementation. Starting with Data Structure for all Business Verticals of STAPL and mapping it against the suitable application from Zoho One Suite. After narrowing down on Zoho CRM, Creator, Analytics and Desk as phase 1 apps, we split the 1st phase also according to verticals, to achieve real time feedback from leaders of each Business Unit / Vertical. It took 9 weeks to complete phase 1 across 14 different business verticals and results for Sales Teams, Sales Engineers and Service Engineers were astonishing. On an average Service Engineers started saving 2 hours each week,

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because their reporting was now directly done from Creator Application, which was linked with Customer record in CRM. Sales teams could drive efficiencies and a healthy competition with the introduction of Gamescope. Management could start looking at the performance line graph of each business vertical and also see the impact of external factors like competitor activity on their businesses. From a cost point of view, there was a clear saving of 60% on Licence Procurement against their previous Software Provider – Salesforce.

What would you say publicly about Zoho?

“Zoho One has immense potential for changing the way we do business, and is going to be a key part of our work culture moving forward. We want to become an organization which makes data driven decisions, and so far Zoho One has addressed the same, and we keep looking to leverage platforms to drive more efficiencies in our Organization.” – Tushar Joshi, Business Analyst, STAPL

Partner Bio

Fristine Infotech Pvt Ltd is a **Zoho Advanced Partner** across major cities in India, delivering Consultation, Implementation and On-Going support to Zoho Clients. Our core competency is our approach, which is around addressing customer problems, by mapping it against the best available application. This also includes doing customisation to suit your unique industry requirements. In the past we have helped over 70 Companies with their Zoho Requirements and our expertise is seen in the way we deliver, the process we follow to give a great experience right from Discovery to On-Going Support, our efforts are always directed towards getting maximum return from your Zoho Investment and driving Sales, Service, Marketing & Operational efficiency in your organization.

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