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Sales Performance
Management Solution
Case Study

Digital Solution to Manage Sales
Performance for a
Fortune 500 Company

01
Manage Sales Performance
Application for a Fortune 500 company

One of the Fortune 500 Industrial Technology leaders approached SolGenie for a visually appealing digital solution for managing their sales performance. The requirement was for a system capable of neutralizing the firm's operational vulnerabilities. SolGenie overcame the challenge with a cost-effective web application. This is how we did it

02
The Challenge

The challenge for us was to develop a rapidly operational solution with analytics and appealing visual representations of data, and with a low Total Cost of Ownership (TCO).

03
Our Solution

SolGenie conceived a bespoke software solution with a two phase development. The first phase involved the development and implementation of the application for quick results. The second phase focused on enhancements as per client requirements. Termed 'Data Visualization Dashboard', the solution was designed to effectively track sales performance and calculate trend analysis based on orders booked, sales forecast, opportunity pipelines etc. The sales dashboard web application extracts data from our client's sales database, analyze the data, and visualize the analysis in multiple modes.

" *Digital solution for*

sales management and analysis

04 Basic Features Includes

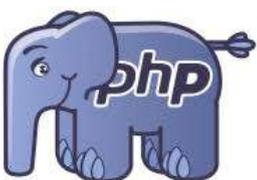Accurate sales pipeline & forecasting

Opportunity list

Option to set target for the team

Print Dashboard

Best & worst sales performance

05 Technology

06
Results

Results: Increased operational efficiency, visually appealing representation of data, sales force motivation

07
Business Benefits

Easy tracking of sales records

Easy assessment of sales records

Increased operational efficiency

Error-free extraction, analysis, and graphical representation of data

Provision for higher management to generate annual sales reports

Identify and rectify pain points from reports generated through the application

Sales force motivation based on leaderboard stats

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Decision-making became a lot easier with the reports.