HCL

CONNECTED
EXPERIENCES

TECHNOLOGY DELIVERING BUSINESS IMPACT
TRAVEL • HOSPITALITY • LOGISTICS • TRANSPORTATION

SalesWorkx

360° Operational Insights on
Customer Relationships

CHALLENGES FACED BY SALES

SHIPMENT VISIBILITY

- Highly inefficient and manual shipment tracking process
- Lack of visibility due to following real time information:
  - Type of shipment.
  - Current shipment location
  - Shipment destination
  - Date of delivery
  - Total cost involved

DATA ACCESS

- Sales team currently doesn't have access to multiple systems like TMS, FMS etc. and depends on customer service team for the data
- Low customer satisfaction in case of KPI failure due to miscommunication/ incorrect reasons from operations team

FINANCIAL

- Lack of financial visibility to sales team since there is no access to sales team. DSO reports are manually shared by finance team to sales team

WORK PLANNER

- Unproductive process of keeping meeting record by sending Minutes of Meeting (MOM) which can result in lapse of information
- Retrieval and tracking of previous month's MOM is also difficult

PROPOSED SOLUTION

SALES ANALYTICS

- New Opportunity
- Meeting Updates (MOM) & AI Tracking
- Financial Management (FinMS)
- Distribution (TMS)
- Contract Logistics (WMS)
- Freight Forwarding (FMS)

TRENDS/STRATEGIES IN LOGISTICS & SCM

60% of the logistics providers are planning to invest in data analytics within the next 5 years.

As per CSO Insight Report
52% of logistic companies need improvement in Account Plans.

38% want better understanding of the customer's buying process.

47% seek ways to sell based on Value rather than on discounted price.

According to Accenture
50% increase in gross margin when sales agents use mobile applications.

FINANCE

- Claims raised and settled
- Route wise billing
- Budget vs actuals
- % of Collections
- % of Revenue Realization

CUSTOMER COMMITMENT

- On-time vs delayed shipments
- Volume lane wise
- Route wise
- % On-time delivery
- Shipments volume
- Volume % of top customers vs rest of the customers
- Customer Commitment / Actuals
- Escalations of top customers
- Escalation vs response time with past performance

PERFORMANCE METRICS

- Mode wise billing
- Top billing lanes
- Air/Ocean Carrier performance

OPERATIONS METRICS

- % On-time deliveries
- Average Shipment – Invoice-Delivery Days
- Invoice creation to Invoice delivery days
- % of invoice accuracy
- No. of invoices delivered within Target Date /Total invoices

TRACK & TRACE

- Tracking collections
- Non-tracking jobs
- Total Job and time per Job
- Savings in dollars because of Performance Analysis
- Delayed shipments with details of delay
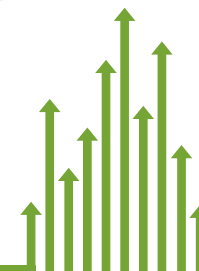
KEY ELEMENTS OF DASHBOARD

SHIPMENT VISIBILITY

- Which are the top performing lanes?
- What % of the shipments are at which milestone?
- What are the top cargos lying in Warehouse?
- Which origin and destination ports contribute to maximum number of shipments?
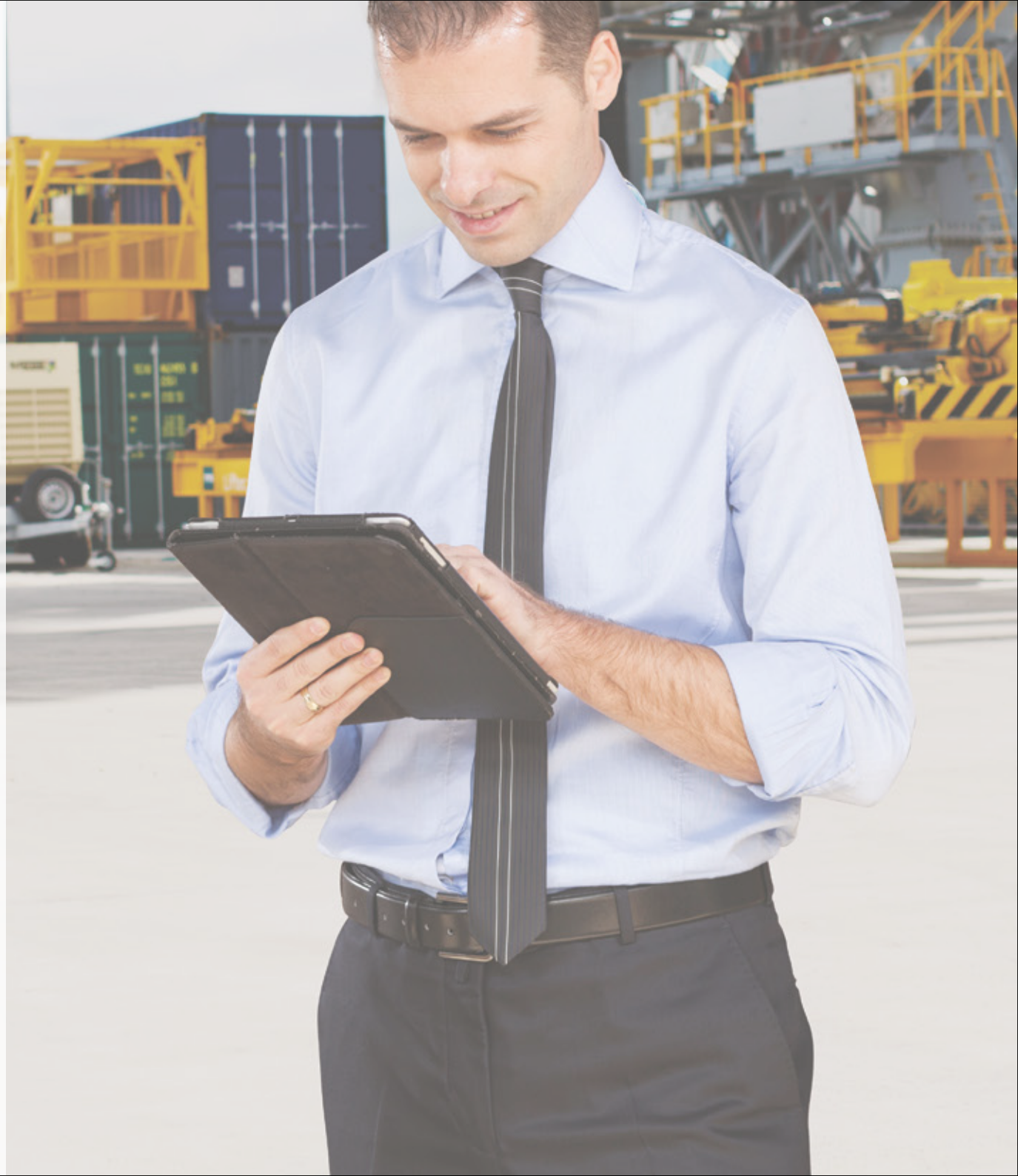- What is the current Warehouse occupancy rate?

CUSTOMER INSIGHTS

- What % of INCOTERM users?
- Who is customer's preferred carrier for critical deliveries?
- What are the 20% consignments which generate 80% revenue?

FINANCIAL ANALYSIS

- What is the cost per kg?
- What is the cost per consignment?
- What is the monthly lane wise billing?
- How much is the payment outstanding?

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SOLUTION DIFFERENTIATORS

Multiple system integration

Cloudification

Customization of reports

Complete visibilty of the shipment

MOM integration in the work planner

SOLUTION HIGHLIGHTS

INCREASED

1 SYSTEM INTELLIGENCE
- Tool based report automation and integration to dashboard
- Customized report for end user through industry standard templates

2 EMPLOYEE MOTIVATION
- 30% reduction in employee involvement in routine reporting
- 10% Gain through increased operational efficiencies

3 CUSTOMER CENTRICITY
- 27% increase in Pipeline
- 38% increase in Sales Productivity

4 SYNERGY & COLLABORATION
- 24% increase in Sales Win Rate
- 42% increase in Forecast Accuracy

DECREASED

4 LEAD TIME & REPORTING ERRORS

3 OPERATIONAL INEFFICIENCES

2 SILOS ISLAND OF DATA

1 COST OF REPORTING SERVICES

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