

# Increased Operational Efficiency through Sales Force Automation for a Leading Copper Mining Company



**Sigma Infosolutions Ltd**  
Innovation Unlimited

## Executive Summary

The client is a leading global non-ferrous metals and mining company, engaged in the production of copper cathodes and tubes through smelting and refining. In order to sustain business profitability and growth, accurate communication with customers and timely analysis of sales data is critical. The client's sales teams were using excel sheets for maintaining customer data, which was unable to cope with the increasing business. The client approached Sigma Infosolutions to develop a sales force automation solution that could be used for a dynamic and effective sales management.

“Improved front line efficiency and effectiveness for driving growth

## The Client

The client, a leading producer of copper in the world is headquartered in Mumbai, India. With assets of more than USD 9 Billion and nearly 20,000 employees spread globally, it commands over 40% share in domestic copper market. It has 14.2 million tonnes of copper ore reserves in Australia and operates India's largest private sector continuous cast copper rods plants through copper smelting and refining.

## Business Case

Just like any traded commodity, price and quality of copper sold by all the copper producers is the same. However, customer service, speed, and accuracy of a delivery becomes a key differentiator between suppliers. The industry is extremely price sensitive, and hence the ability of the sales team to close an order and process it quickly can become a critical competitive advantage for any supplier.

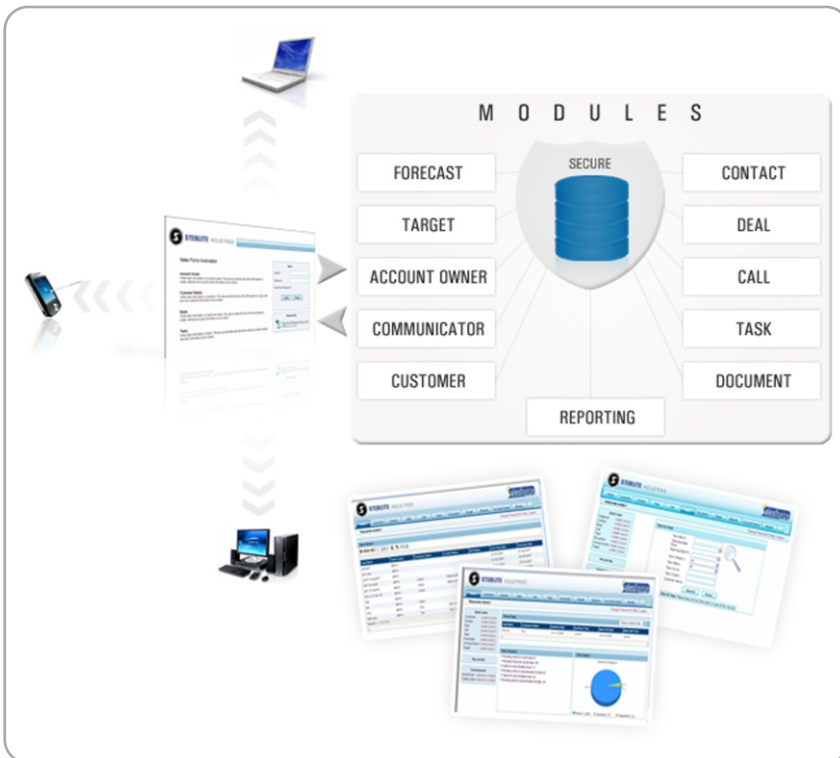
The client's sales management involved emails, telephonic calls, and MS Excel sheets, which was manual and resource dependent. All the information was collated at the end of the month to get monthly sales data, which was time-consuming and prone to errors, and thereby ineffective for streamlining production and inventory. The client decided to implement a sales force automation (SFA) solution to increase operational effectiveness of its sales team.

## Challenges

The client's sales teams were deputed across the globe to promote sales through coordination with existing, new as well as prospective customers. The sales teams for both export as well as domestic business were expected to maintain a daily flow of information of their sales position within their hierarchy, as well as to the top management. These teams were using different methodologies for tracking and reporting sales processes. It was therefore a challenge to streamline their different business requirements into a unified SFA solution. Also, it was a challenge to train and orient the business users of the application.

## Solution

Sigma Infosolutions' team worked closely with the client's team to design a customized solution for automating both domestic as well as export sales processes. The SFA solution comprehensively removed the need for manual intervention and enhanced the operational effectiveness of its sales teams. A centralized database allowed customized reporting and business intelligence across all the users. User orientation and training was also conducted to enable hassle free adoption by the sales teams. The SFA application implemented by Sigma Infosolutions was a web-enabled system with a user-friendly interface and customizable reporting capability. Users from around the world could access the application securely and collaborate on every sales related data.



## Technology

- J2EE
- MySQL deployed on with Apache tomcat server
- GRAILS development environment

## Business Benefits

The SFA solution helped the client to focus on enhanced customer service and build a competitive advantage. The specific areas of impact it had on the business were:

- Significantly improved sales forecasting and productivity
- Increased focus on customer management, thereby improving customer service which led to increased customer satisfaction and loyalty
- Enabled 100% visibility of sales operations with centralized tracking mechanism
- Improved communication between customers and the sales teams, as well as within the client's delivery departments

“Gained competitive advantage through streamlined sales operations

## About Sigma Infosolutions Limited

- Sigma Group, an Indian conglomerate has more than 4 decades of experience in Mining, Chemicals Manufacturing & Export, Handicrafts Manufacturing & Exports, and Software Development
- Sigma Infosolutions is a TUV certified ISO 9001:2000 company
- Headquartered in US with presence in UK and India
- Some of our esteemed customers include Airtel, Zyme Solutions, Yodlee, Celertity Consulting, Resolution Economics, Birla Global Asset Finance, Fosroc Chemicals, Surgery Planet etc.
- Sigma Infosolutions' services comprises of application development, application management, IT Consulting, Offshore testing, and Website and Portal Development