

60% Cost Savings with Sales Administration Support

About The Client

The client is a publicly listed US entity and a pioneer as well as a market leader in facilitating automotive research before purchase. They run an interactive business website that uses dynamic algorithms at the backend to provide analysis and comparison of price, features, and to check availability in real-time. They cater to the United States, Canada, and the United Kingdom markets.

In the absence of an efficient back-office sales support methodology, the client faced business-critical bottlenecks in sales administration support that were severely limiting profitability and creating lost opportunities.

Results

Cleared
100%
backlogs

99.9%
accuracy

60%
reduction in
operational expense

250K+
Sales Interactions
Chat and Email Support

100%
KPI/SLA adherence
in three months

- Enhanced service offering capability and improved sales process efficiency.
- Created additional bandwidth for existing resources.





Business Need

- A large backlog of sales data was to be processed resulting in a large number of pending cases across the different LOBs (Line of Business).
- The client wanted to deal with the backlogs without adding to the current operational expenses.
- Being a niche leader in its domain, a robust adherence to relevant SLAs (Service Level Agreement) with appropriate monitoring and reporting was needed
- Stringent quality audits with regards to the CRM (Customer Relationship Management) data were needed in daily business operations across all LOBs with accurate booking of compensation splits.
- Being a highly competitive market, time was of essence and an effective solution was needed quickly with the best quality and SLA adherence.
- The client realized the need to invest in improving its back-office support sales support with right shoring and to deploy them with a deep competence in state-of-the-art sales processes and tools.

The Solution

The client selected IGT Solutions as their preferred partner after due diligence.



Infrastructure:

IGT examined the client's unique problem statement and suggested its offshore delivery solution capability in Gurgaon, India to own the project. The appropriate technology stack was identified for the project based on client need.



Sales Support Desk:

The IGT Sales Support Desk processed the sales support requests, including new user requests, logging of calls, PAT issues, quote building while following client hierarchy protocol.



Cancellation requests:

The cancellation requests received from the dealer were resolved in total compliance with the client's established cancellation policy.



Order Management with Salesforce:

The IGT team validated all the sales/cancellations orders and configured them in the company's Salesforce account with advice for client's sales staff to process it further.



Client partner documentation work:

Cooperation documents of advertising collateral were collected and sorted for dealers to provide to their OEM (Original Equipment Manufacturers) for advertising reimbursement.



Pending client partner support requests:

The IGT team parallelly worked on the client's support queue by searching for support requests in the relevant dealership accounts and marking them to the appropriate teams.



Checking and Compliance:

IGT conducted regular opportunities audits into the client's CRM system to ensure that the compensation splits were booked accurately along with daily operational audits. New account creations were reviewed with verification procedures to ensure that they were valid dealerships.



Commission Reporting:

Accurate commission-related workload reports of sales representatives were completed.



Research and Insights:

Detailed market analysis through secondary research and insight reports with recommendations for further dealer acquisitions were shared regularly.

Tools & Technologies (IVA Solution)



zoom

Office 365

Dropbox

Looker

Snagit

okta

slack

Jira

