

salesforce



Meet 6 Sales Cloud Trailblazers from India

Sell smarter and faster with Salesforce Sales Cloud



While there isn't a one-size-fits-all approach to sales, the best sales organisations have a few things in common. For starters, they care deeply about solving customer problems. They're always looking to add value, and elevate customer experiences. Plus, they're pros at hitting their sales targets—not because they work themselves to the bone, but because they focus on what's important, leaving technology to do the rest.

That's where we come in. Through Sales Cloud, we enable companies to sell smarter, engage customers more meaningfully, convert more leads, and close more deals.

Sales Cloud can help you to:

- Forge stronger customer connections with a 360-degree view of the customer
- Accelerate sales productivity through mobility and automation
- Improve conversions, and take the guesswork out of selling with actionable insights
- Make intelligent decisions with powerful reports and predictive analytics
- Improve collaboration within sales teams, so that they can execute sales together, more easily than ever

Read on to find out how six of our Trailblazing customers from different industries are using Sales Cloud to achieve sales excellence.



Penna Cement paves the way to sales and customer success with Salesforce

In 2015, Penna Cement, one of India's largest privately held cement manufacturers, embarked on an ambitious 5-year growth strategy. One of its goals was to strengthen sales, distribution, and CRM.

At the time, the company's sales processes were largely manual and siloed. Customer data was scattered across systems and therefore difficult to find. Meanwhile, important sales communication was often lost in the maze of text messages, phone calls, and emails.

Determined to seal these cracks, Penna Cement turned to Salesforce. With Salesforce Sales Cloud, Penna Cement has completely **digitised its sales processes**, including lead and order management, sales loss capturing, inventory tracking, and even verification of PAN data. The solution provides a **single source of customer truth** that makes it easier for sales teams to track customer requirements, predict opportunities, and convert more leads.





Business impact

- **Accelerated sales:** Using the Salesforce mobile app, sales teams can capture new orders, track purchase history, and more—all on-the-go. When they visit customers, the app logs their real-time geolocation data to help plan and schedule their visits more efficiently.
- **Seamless collaboration:** Chatter breaks down communication barriers, enabling teams to easily collaborate and exchange information.
- **Improved influencer loyalty:** A custom-built loyalty program application on Salesforce helps Penna Cement incentivise and reward dealers, masons, and other influencers who are instrumental in driving up sales.
- **Optimised campaigns:** Campaigns on Sales Cloud helps teams automate SMS and email campaigns, nurture leads, and optimise marketing budgets.

Rich dashboards deliver **granular, real-time intelligence** on sales and marketing performance. These insights allow leadership teams to make faster decisions, identify new opportunities, and propel growth.

[Learn more](#) about Penna Cement's inspiring story.



With Salesforce, **everything we need is available on a single platform** - mobility, strong collaboration tools, a superior UI/UX, robust training programmes, and a rich third-party application ecosystem.



VAMSEE MOHAN KANNAGANTI
GENERAL MANAGER - IT
PENNA CEMENT



15%

increase
in sales
volumes



21%

increase in
operational
efficiency



11%

increase in
customers
added YOY



15%

growth/
expansion in
dealer and
influencer
network



12%

reduction in
operational
costs



13%

increase in
trade sales
(through
dealers)

OLX India drives India's pre-owned car growth story with Salesforce

When OLX India, the country's leading classifieds marketplace, launched an offline auto retail vertical in 2018, the company was keen to make offline customer experiences as seamless and personalised as online ones.

On any given day, the company caters to over one million buyers and sellers in its pre-owned cars segment. Every month, these users generate over seven billion page views. Meanwhile, the auto team has sales staff spread across 89 Indian cities.

OLX India needed a mature and highly scalable CRM platform to manage the sheer number of customer touchpoints and volumes of data generated every day. With Salesforce, the company found what it was looking for.

Salesforce Sales Cloud has **automated and streamlined the company's sales processes**, ranging from lead and order management, to account and payment management, as well as dealer onboarding and activation. A **360-degree customer view** helps sales teams provide thoughtful and personalised recommendations to customers based on a thorough understanding of their needs.





Business impact

- **Increased sales:** Sales teams can quickly check customer purchases, cars posted online, activity on the OLX platform, and more. These real-time insights into customer activity open up new opportunities for conversions, cross-selling, and up-selling.
- **Improved productivity:** With automated processes freeing up their time, sales teams can visit more customers every day, and engage with them better.
- **More relevant sales conversations:** Visibility into tailor-made customer offers helps sales reps delight customers, and drive higher conversions.
- **Better decision-making:** Rich analytics dashboards provide an in-depth view of the business to help management identify new opportunities for monetisation, while also optimising sales performance.
- **Streamlined global roll-out of the solution:** The scalability of the platform and templatisation of sales processes have simplified Salesforce adoption across OLX's global sales teams.

As OLX's sales productivity has improved, so also has its business growth. In FY19, the company reported a 123% rise in revenue. OLX Autos alone has witnessed healthy month-on-month growth rates of 15% and has expanded to 150 stores across 17 cities.

[Learn more](#) about OLX India's inspiring story.



Salesforce enables us to have **more meaningful, relevant, and personalised conversations** with our customers.

SUNNY KATARIA

VP

OLX GROUP



35%

increase in number of customer visits per sales person per day



75%

improvement in logging of daily customer visits by field sales



97%

offline sales field data logged in the system

DMI Finance reimagines lending in India with Salesforce

DMI Finance is making credit accessible to millions of Indians who aren't served by traditional banks. But being a digital lender comes with its own challenges. Customers expect credit decisions in a matter of minutes. Partners expect to be enabled with sufficient resources and insights to complete the lending process efficiently.

Meeting these demands is difficult even for large banks with thousands of staff. By contrast, DMI Finance has fewer than 100 employees in digital lending. Yet, with a single Salesforce license, they are able to process about 300 transactions per day, compared to a credit officer at a traditional bank who would typically process just 2-3 transactions per day.

How is this achieved?

Salesforce has helped DMI Finance **digitise the entire process** of loan application origination, offer generation, underwriting, and disbursal. The solution also acts as the company's **API engine**, interfacing with multiple systems to capture and transmit essential data for swift credit decisioning.





Business impact

- **Speedy credit decisioning:** Today, a partner can log data on a loan or customer, and relay it to DMI Finance using Salesforce APIs. Through a MuleSoft layer, Salesforce interacts with multiple systems to validate the borrower's identity based on their Aadhaar number, PAN number, photos, etc. About 30-40 of these API-led verification checks can be performed on the fly. The inputs then flow into Salesforce, where a decision engine enables almost real-time credit decisioning.
- **Quick turnaround time:** When the loan is ready to be disbursed, agents can use Salesforce to create payment plans and EMIs. They can also process loan repayments, and track loan delinquencies on the platform.

DMI Finance is a true Trailblazer. Not only is the company revolutionising lending in India, but it is also demonstrating how the Salesforce platform can be used in new and transformative ways.

[Learn more](#) about DMI Finance's inspiring story.



Salesforce is like the motherboard of our operations, bringing everything together. The microprocessors and chips that we plug into that motherboard are our partners, our service providers, and our customers.



SHIVASHISH CHATTERJEE

CO-FOUNDER AND JOINT MANAGING DIRECTOR
DMI FINANCE



<60 seconds to make credit decisions
for 95% of loan applications



>1 million loan applications handled
per month on the digital platform

Whatfix improves sales conversions by 20% with Salesforce

Whatfix is a digital adoption platform that provides in-app employee training on software solutions through contextual guidance and step-by-step instructions.

Set up in 2014 with just two people in a single office, the company rapidly grew to 500 people in six offices serving 500 customers globally. With this exponential growth came the need for a new CRM system to help sales teams make data-driven decisions.

The previous CRM tool, although effective up to a point, couldn't properly differentiate opportunities from leads. Data was siloed across systems, leading to a fragmented view of prospects. And without timely insights, sales teams had to have numerous internal meetings to decide next steps.

Whatfix implemented Salesforce to **automate pipeline management**, from lead generation to closure. The platform also streamlines the flow of data from marketing to sales teams, giving everyone a **unified customer view** to serve customers more effectively.

whatfix





Business impact

- **Better customer engagement driving more conversions:** Buyer journeys are now clearly differentiated, and sales teams can engage prospects differently at different stages of their journey.
- **Increased sales team efficiency:** Managers now have complete visibility into sales deals and accounts. So, if a deal isn't closed on time, they can act instantly to tackle and resolve the issue. Sales operation teams can also view the best lead channels, client profiles most likely to convert, and a percentage breakdown of where leads stand in the pipeline. These metrics help in optimising sales performance.
- **Intelligent sales:** Lightning dashboards provide a 360-degree, real-time view of the customer journey, enabling sales teams to sell smarter. Meanwhile, as sales teams scale, Chatter has proved a useful tool for collaboration.
- **Quick decision-making:** With powerful dashboards, top management needs only about 60 seconds to understand the complete narrative around any deal.

Today, Whatfix has the scale and visibility it needs to serve even larger and more complex clients. As the digital adoption platform market continues to grow, Whatfix is at the leading edge.

[Learn more](#) about Whatfix's inspiring story.



With Salesforce, there are no silos of information. **Every single piece of data is doing its job.** It's integrated and sent back to a single repository to provide a 360-degree view for all teams.



PRAKHAR JAIN

SENIOR DIRECTOR - SALES
WHATFIX



20%

increase in
conversion
rates



40%

increase in
productivity



3x

increase in
forecasting
accuracy



80%

reduction
in the need
for cross-
departmental
meetings

Bennett, Coleman & Co Ltd serves up newsworthy customer experiences with Salesforce

Bennett, Coleman & Co Ltd (BCCL) powers some of India's most iconic brands across publishing, television, internet, and radio. Its flagship brand, The Times of India is the world's largest circulating English newspaper.

A few years ago, the company set out to strengthen customer experiences, and simplify access to its products and services through digital transformation. Back then, customer data was managed on disparate spreadsheets and home-grown apps which didn't provide a consolidated view of the customer. Every time a team member left, there were gaps in customer information that disrupted sales processes.

BCCL needed a proper CRM framework with well-defined processes aligned to business objectives. Salesforce ticked all those boxes.

Today, Salesforce Sales Cloud **automates and streamlines** both ad sales and newspaper subscription lifecycles, boosting sales productivity. All **customer data is consolidated** in a single database, enabling teams to deliver seamless customer subscription experiences.





Business impact

- **Faster subscription fulfilment:** No longer do sales teams have to return to the office to work out pricing. Sales quotation calculations have been automated, so that customers can immediately receive a quote, even for complex ad packages.
- **Improved sales pitches resulting in more conversions:** A unified and granular view of customer interactions, profiles, and purchasing history helps sales teams guide customers to the right products.
- **Increased partner success:** Through a Partner Community on Experience Cloud, lakhs of partners who sell subscriptions, and deliver newspapers can access customer and product data through a comprehensive partner portal. This helps them process sales from the field itself, and thus rapidly realise revenue.
- **Better-informed decisions:** Rich dashboards and analytics enable the leadership team to closely monitor sales performance, and drill down to identify opportunities for improvement.

BCCL's customer-centricity and vigorous adoption of digital innovations are empowering the company to not just know its readers better, but also delight them.

[Learn more](#) about BCCL's inspiring story.



Salesforce is a best-of-breed product with a vibrant ecosystem and strong IP, and we were confident that it would **elevate the customer experience.**



RAJEEV BATRA

CIO
BCCL



2%

increase in market share



50%

reduction in subscription fulfilment time



4

days to few minutes reduction in time to update subscription payments

Vijay Raja Homes targets 50,000 happy customers by 2025 with Salesforce

Vijay Raja Homes wants customers to experience a sense of smartness not just in the homes it builds, but at every touchpoint of the customer journey.

Meeting this objective was challenging because the company's CRM system couldn't be customised to its unique business processes. Sales and property inventory data was strewn across spreadsheets, hampering visibility. And customer communication was managed manually. This wasn't a sustainable approach, especially as the number of customers increased.

So, the company began looking for a new CRM system that would help differentiate its customer experiences, and optimise sales performance. Salesforce emerged as the top choice.

Through Salesforce Sales Cloud, Vijay Raja Homes has **automated** the entire enquiry-to-sales process. **Complete visibility** into customer and property inventory data helps sales teams engage with customers more meaningfully, and guide them to the right purchase.





Business impact

- **Improved visibility into leads:** Leads from Google, Facebook, property portals, and other channels are consolidated on Salesforce, making it easy for pre-sales teams to follow up on them, and schedule site visits.
- **Seamless customer self-service:** Through a web and mobile app, Sales Cloud updates customers on site visits, bookings, payments, etc. This means that customers no longer have to waste time calling the company with simple queries. Most of the information they need is instantly available at their fingertips.
- **Optimised sales performance:** Rich dashboards offer managers an integrated and real-time view of sales performance. These insights help them make better-informed decisions to improve sales.
- **Smarter and more personalised customer service:** A complaints management module on Sales Cloud arms CRM teams with a 360-degree view of the customer to resolve customer queries faster.

In an industry that has been slow to adopt technology, Vijay Raja Homes is leading the way with its digital transformation of CRM. The company is now looking to drive up sales across Tamil Nadu and eventually, the whole of India.

[Learn more](#) about Vijay Raja's inspiring story.



Thanks to Salesforce, all our teams are now speaking the same language with customers using a seamless omni-channel communication model.



ASHWIN CHENDILNATHAN
JOINT MANAGING DIRECTOR
VIJAY RAJA GROUP



30%

increase in sales and service productivity in 3 months



25%

increase in overall team productivity in 3 months



**50%
to
60%**

increase in manager productivity

Ready to amp up your sales? We've got you covered.

As you refine your sales strategies, we hope you draw inspiration from our Trailblazers who are harnessing technology to strengthen customer experiences, as well as sales performance, productivity, and decision-making. You can find more incredible customer success stories on [our website](#).

Over the past year, sales teams have had to reimagine how they work, sell, collaborate, and engage customers. It hasn't always been easy—but by accelerating digital transformation, many teams have successfully pivoted to maximise sales and customer success.

At Salesforce, we're committed to helping your sales organisation be the best it can be. Through Sales Cloud, you can tune in better to your customer needs, automate pipeline management, drive up productivity, and unlock new streams of revenue.

If you'd like to learn more, we've listed some great resources and tools that can help you. Do take a look.

- [Gartner Magic Quadrant for Sales Force Automation](#)
- [Sales Trends in India](#)
- [Fourth Edition: State of Sales Report](#)

You too can be a Sales Trailblazer. Start your story today.

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