



Let's Solve

# Case Study

Global IT Services Provider  
Improves Sales Reach & Connect  
with MC2 Solution



A Larsen & Toubro  
Group Company

# Client

Global IT Services Provider, with presence in over 23 countries and specializing in Digital & Automation, ITSM and IT Consulting.

## Challenge

- To have a common system for the entire sales team spread across the globe.
- To have one view of the client with all facts.
- To ensure that the Field sales team has real-time access to the system.
- To facilitate sales planning & forecasting at all levels.
- To track the region-wise sales performance.

## Solution

- Implemented a cloud-based, scalable, Flexible and robust solution to address the change in business dynamics.
- Access provided through Web Application, Outlook and Mobile App.
- The deployed sales module included Customer Management, Lead Management & Opportunity Management.
- Provided Omni-Channel Experience, Self-Service, Knowledge Base & Outlook Integration.
- Management dashboards for various levels and drill down functionality in dashboards.
- A 360o view gives one view of customer relationships, interactions, and product / service offerings, with a unified workflow for all sales & services interactions.
- Run time integration with multiple applications - SAP, PeopleSoft, Eloqua, and many other legacy systems.

## Business Benefits Delivered

- Increased sales efficiency by 27-31%, enforcing best practices consistently across the sales organization.
- 19-22% increased visibility of sales leads & opportunities - with instantly available customer history, and contact & activity details.
- Sales reviews based on online real-time reports and dashboards.
- Maximized revenue opportunities by arming sales professionals with a 360o customer view.
- Improved financial planning, with real-time sales forecasts and pipeline reports.
- Facilitated collaboration with multiple stakeholders in real-time, through a single view.

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