Client Case Study

Helping Saide to Accomplish CRM+SCM Integrated Management

Shijiazhuang Saide Trading Co., Ltd. was established in 1996. Their head-quarters is located in Shijiazhuang. Their main products are including all kinds of fencing pillars and temporary fencing, wire mesh, garden supplies, etc. At present, the company's business mainly depends on old customers, so it is urgent to develop new customers. The company has many kinds of products, complicated information, inefficient quotation of salesmen, and no time to develop new customers. Data analysis relies on manual EXCEL to make the old customers' purchasing database over the years. Statistical analysis and re-marketing are inefficient. The salesman grasps the whole process of customer data, easy to take away large customers. The traditional paper approval process is slow. Lack of effective control over supplier information such as product inspection, factory inspection, sample, delivery, transportation, receipt, etc.

In view of the above pain points, XBN built CRM + SCM integrated management system for it by using the PaaS platform. Integration of the company's material library information, through the configuration of products, materials and other parameters, to provide a quotation for customers by "one-click", greatly improving the quotation efficiency. BI data analysis, accurate marketing according to user behavior, greatly improving the conversion rate and customer retention rate. Through the level data authority to filter the sensitive data, effectively isolate market and purchasing personnel, prevent personnel loss and take away important customers. With the approval process, real-time approval of products with a larger value, greatly improve office efficiency. More clear and efficient functions such as control procurement, inspection, samples, delivery, transportation, receipts, and other supply chain information.

The CRM + SCM integrated management system is configured by the XBN. Enterprises have greatly liberated human and material resources. Standardized, refined management process, authority management, BI data analysis, to provide a comprehensive guarantee for enterprises to open up the new markets.

Human Efficiency
Increased by **30%**

Customer Retention Rate
Increased by **28%**

Sales Cycle
Reduced by **24%**

Customer Conversion Rate
Increased by **30%**

Shijiazhuang Saide Trading Co., Ltd.
(B2B Foreign Trade Company)

Challenge

1. Manual processing of daily business data is inefficient.
2. Customer sales process management is not standardized, easy to lose customers.
3. The salesman grasps the whole process of customer data and is easy to take away customers.
4. Depending on the analysis of manual statistical data over the years, the efficiency of data statistical analysis is low.

Solution

1. Integrate the company's material information, scientifically configure product parameters, "one-click" quotation, improve efficiency.
2. Classifying customer resources and optimizing sales management process according to customer behaviour.
3. Hierarchical authority management for effective sensitive data isolation and prevent important customers from being taken away.
4. BI data analysis, study the repurchased customers, seasonal purchases, and other historical data for re-marketing.

Improvement

1. The quotation efficiency is increased by 60%, and the salesman has more energy to develop new customers.
2. Sales management and purchasing process are standardized, and efficiency is greatly improved.
3. Effective isolation of market and purchasing personnel data to prevent the loss of personnel to take away customers.
4. Directing marketing decisions through BI data analysis to improve customer conversion and retention rate.

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