



Salesforce in Dairy Farm & Milk Delivery

i Introduction

India is the highest producer of Milk across the Globe. With an estimated market size of USD 2 billion, it still has 80% unorganized. Advancements in the industry are always done to reduce the cost and improve productivity which is then passed on to the customer. Less focus is given on Customer Service and Milk Delivery.

“ The volatility of a customer is highest in this market due to local supply available but has the highest potential (as every household needs milk everyday) if the customer is serviced with the same zest as an ecommerce customer. ”

Customer

One of the leading enterprises with a wide range of industries decided to foray into the world of dairy and be one of the leading organized players. With 1,200 Holstein Friesian cows in a 50-acre farm, the organization currently is one of the biggest producer and distributor of different variants of milk. It delivery around 10,000 liters of milk per day every day of the month, every month of the year.

Requirement

With around 8000 daily active consumers of milk, the organization was looking for a system which will enable them to grow at an exponential rate keeping the customer service at the core. The requirement was to have a state of art solution which will aid in increasing the customer base by 40% every month. This involved Marketing, Sales, Leads Management, Customer Management, Delivery, Customer Service and Customer Retention. This solution should also integrate with the backend delivery management system to execute timely delivery of Milk to the customer.



Challenges

- ▶ Understanding the dairy business and its processes
- ▶ Dynamic nature of business (processes might even change every week)
- ▶ Mapping the requirements to Off the Box Salesforce product
- ▶ Mapping customer Service Request and Task structure in Salesforce
- ▶ Integration with Delivery Management System and bespoke Customer App and Delivery App
- ▶ Integrate with a very unique Referral Scheme
- ▶ Data Migration from existing Oracle System
- ▶ Change management



Solution

- ▶ Salesforce (rated as Number 1 CRM) was provisioned to be used by the Sales, Marketing and Customer Service team.
- ▶ All customer facing activities were decided to be developed in Salesforce. Anything to do with Delivery of Milk was decided to be done outside Salesforce.
- ▶ Seamless integration was done between

Salesforce, bespoke DMS, Native Customer Application and Delivery application, Accounting System, Reporting System, Data warehouse, Route Planning and Last Mile Delivery System

- ▶ Salesforce One app is being used in the On-Field Sales Executive



Benefits

- ▶ Bring best practices from the world in form of Sales Cloud and Service Cloud
- ▶ Improved informational organisation
- ▶ Enhanced Communication and collaboration
- ▶ Improved customer service
- ▶ Greater Efficiency between teams
- ▶ Improved Analytical Data and Reporting



Achievements

- ▶ Increased growth by 20 liters per day
- ▶ Can service 99.9% customers everyday throughout the month
- ▶ Customer Complaint Resolution Time reduced by 50%
- ▶ Improved customer retention by 27%

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