



Client Background

- The client is one of the fertilizer industry giant.
- They enroll channel partners for sales of their products. The enrollment goes through a very stringent process of check and balances before a channel partner is engaged.

Challenges faced

- Loads of document movement between multiple offices for verification and enrollment.
- Typically a complete enrollment used to take around 3 ~ 6 months.
- A very lengthy process typically used to de-motivate the channel partner to pursue their case amidst a very tough competitive market.
- Plan was to increase the enrollment by at least 20 times which was currently @ 50 per year.

Solution Provided

- Enrollment process was mapped and digitized using open source process maker tool.
- Every user was mapped and educated on how to use the process maker tool.
- For every task a defined time line and responsibility was assigned.
- All alerts and notifications were built in to ensure real time tracking of all enrollment forms and status to immediate actions.

Executions

- The tool was hosted on clouds for seamless access.
- Users were thoroughly trained on how to use the tool for enrollment, verification, comments, rejections and approvals as per the work flow.
- Nation-wise roll out with individual and office-wise targets were assigned.



Impact

- A total of approx. 1700 channel enrollment were successfully completed in year 1.
- Every case is visible to the management and team members on real time basis.
- Enrollment of a new channel partners is completed within 14 days compared to an average of 90 days.
- All movement of hard copies and documents is now restricted to district / regional office only.
- More number of active channel partners have contributed to increase the presence and fetch more business for the organization.

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