

BUILDING MATERIAL

Buiding Matteredials, Cements, tiltes, Paints, Fossets

Overview

The building materials sector operates on large-volume B2B sales with long purchase cycles, multiple decision-makers, and geographically dispersed sales teams. Fragmented communication and poor visibility into pipelines slow growth and reduce accountability.

Key Challenges

- Field sales reps disconnected from central CRM
- No structured lead tracking or sales funnel
- Delayed reporting and manual status updates
- Lack of follow-up and missed opportunities
- Poor data visibility across regions and product lines
- No automation for pricing, quotes, or follow-ups

How We Fit In

We implemented a centralized CRM integrated with WhatsApp and mobile apps, designed for field reps, account managers, and distributors.

Services Delivered

- 🧱 Zoho Bigin CRM Implementation across regional teams
- 📱 Mobile access for 100+ on-ground sales reps
- 🤖 Workflow automation for lead stages and task assignment
- 📄 Account & Contact Management for Builders/Architects
- 📊 Real-time sales dashboards & product tracking
- 💬 WhatsApp + CRM integration for instant updates
- 🔗 Unified B2B and B2C processes on a single platform
- 🔗 Integration with Zoho Books for invoices, quotes & payment status

Tools Used: Zoho Bigin, Zoho Books, WATI (WhatsApp Business API), Zoho Desk, Google Sheets (sync), MyOperator

