



Client : Nepal Lube Oil Limited  
Country : Nepal  
Sector : Lubricant Manufacturing & Distribution

## Providing a lubricant manufacturer and distributor with the tools for effective sales team management

### Challenge:

The client suffered from a lack of visibility of ground activities undertaken by its sales team, meaning that managers were not able to effectively make real-time business decisions. Meanwhile, weekly planning was a challenge due to the cumbersome process of compiling achievements and mapping them against pre-agreed plans.

The lack of a uniform channel for sales also led to a lengthy claims process, meaning that some members of the team did not receive their claims within the agreed timeline, thereby leading to employee dissatisfaction.

### Solution:

Ncell implemented an Effort Plus Field Force Automation application, enabling the client to create unlimited, customised forms as per their needs and access real-time visibility of sales team members during office hours. The application also functioned as a central repository for daily call records, enabling efficient compilation of sales achievements and effective comparison against pre-agreed weekly plans.

### Results:



The client gained real-time visibility of sales team members during office hours



Claims can be updated on a daily basis and process flows more effectively designed



Managers can utilise user-friendly weekly planning forms for efficient and accurate follow-up on actions agreed

