

CASE STUDY : A success story

WE HELP BUSINESS INNOVATE & GROW

“ I want to say thank you very much for the professional job you did for my business. I will continue using your services for sure because it is faster, very good price and done with honesty. ”

Sanjeev Kulshrestha,
Vice President, BCFSL



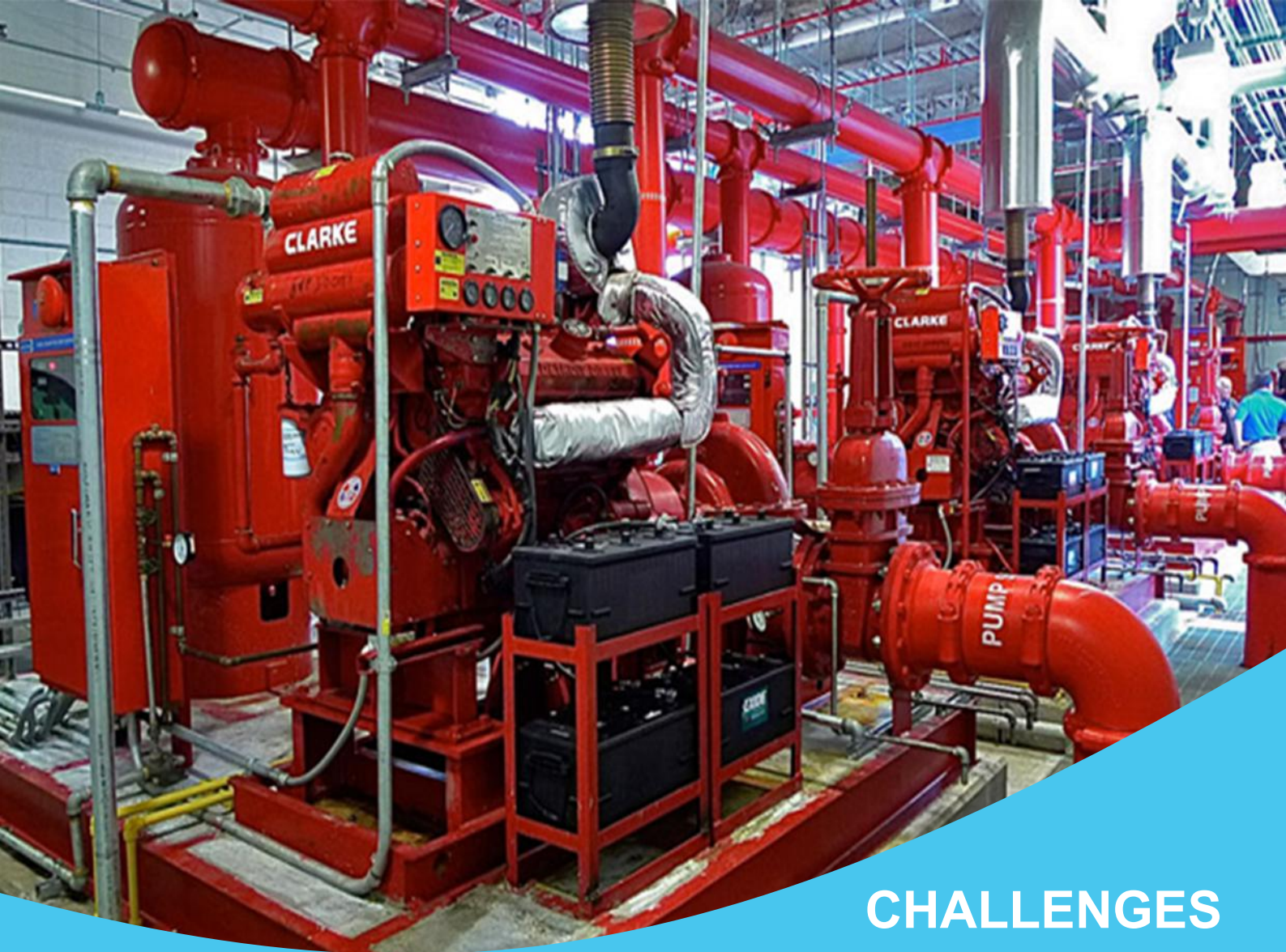
About BCFSL!

Bhartiya Caccialanza Fire system limited (BCFSL) is an ISO 9001-2008 Company established as a limited company in year 1988 under the company's act 1956. Since the existence of the company, we are providing EPC contract of fire detection and alarm and protection system on turnkey basis for various industries in India and abroad. Industries being served by us include but not limited to power plant, oil & gas, power transmission distribution, steel, fertilizer, hospitals, hotels, commercial & office complexes.



**BHARTIYA CACCIALANZA FIRE
SYSTEMS LIMITED**

ESTABLISHED 1988 REG. # CO. NO. 20-09811
(TURNING FIRE PROTECTION CONCEPT INTO REALITY)



CHALLENGES

BCFSL, A reputed name in fire & safety sector, with overall experience of 50+ years was facing the challenge of managing and tracking their sales activities. Their sales process was not streamlined, thus was causing chaos and mismanagement all around, ultimately leading to low output and loss in revenue. Managers were unable to view the exact efforts and output of each sales rep., total revenue being generated from each Profit center and accordingly finding themselves helpless in defining the future strategy & decision making.



SOLUTION

GrowthFactor CRM, with all its proud features was tailor made for easing such chaotic situation. With its installation, the management was able to see overall stats from its different processes & track its sales activities. Managers starts tracking daily activites under them, with powerful management & analytic dashboards they were now able to draft strategies and make perfect decisions. With process being streamlined the revenue rises to multifold.





BENEFITS

- ✓ **Process streamlined**
- ✓ **Managing sales activities gets easier**
- ✓ **Future strategies being defined with precision**
- ✓ **Effective decision making**
- ✓ **Man to man performance overview and tracking**
- ✓ **Instant business forecast and trend analysis**
- ✓ **Sales activities tracking on the go**
- ✓ **Significant rise in revenue**