

salesforce

# Samson Controls



# At a glance...

## What they do:

- » Samson Controls is a World leader in Control valves, Conventional Positioners, and Temperature Regulators, etc. with operations in over 60 Countries.
- » Supplies Globe Control Valves with latest “State-of-the-Art” SMART Positioners from SAMSON AG with HART®, PROFIBUS and FOUNDATION Fieldbus communication.

## What bothered them:

- » While the Client’s overall sales was growing nationally at an exponential rate, they were not having a consolidated, efficient, enterprise CRM system in place to empower their sales teams.
- » The entire sales operation was being managed by manually or using heterogeneous tools locally. This was resulting in lower effectiveness of sales operation.
- » Each sales team had their own set of processes, tools and no uniformity in reporting and MIS.



## What we did:

- » Aress engaged into conversation with the key stakeholder at the selling stage itself to understand their requirement and proposed the most optimum Salesforce product (Professional Edition).
- » We did a fit-gap analysis with respect to the Salesforce package that they purchased.
- » Thereafter Aress engaged with the client to build out a CRM with Automated Sales, Operations.



## Value we offered:

- » Enhanced visibility from lead management to order closures.
- » Seamless order booking process with mobility flexibility.
- » Eliminated manual systems and paperwork.
- » Territory based operation and reporting.



## About the Client:

- » SAMSON CONTROLS PRIVATE LIMITED (SCPL), a 100% Subsidiary of SAMSON AG, Germany manufactures SAMSON Products such as Globe Control Valves, Conventional Positioners, Self-operated Pressure and Temperature Regulators, etc. with operations in over 60 Countries.
- » In addition SAMSON also produces Differential Pressure Meters (MEDIA) for the local Markets in all common materials with various Pressure and Temperature ranges.
- » SAMSON also supplies Globe Control Valves with latest “State-of-the-Art” SMART Positioners from SAMSON AG with HART®, PROFIBUS and FOUNDATION Fieldbus communication.
- » SCPL products have been well received for several years by prestigious organizations like:- Reliance India Ltd., Praxair, Air Products, Air Liquide, Bharat Petroleum Corporation Ltd. and its affiliated units, Hindustan Petroleum Corp. Ltd., Indian Oil Corp. Ltd., Dept. of Atomic Energy and its affiliated units, National Fertilizers Ltd., Rashtriya Fertilizers and Chemicals Ltd., Indian Space Research Organization and SHAR and Liquid Propulsion Space Centre, Tata Steel, Essar Steel, Jindal Steel, Bhushan Steel, Thermax, Praj, BHEL, Bharat Heavy Plates & Vessels Ltd., Indo Gulf Fertilizers, and many more.





## Challenges:

- » It was extremely challenging for the management and senior leadership to get a uniform and consolidated view of pipeline, forecast and sales operation.
- » No uniformity in data being captured and MIS reporting at each territory.
- » Samson had several business segment units based on products and geographies and wanted to have territory based sales operations. Also, they wanted to create granular reports based on these territories with management to have a top view for all branches.

## The Aress Approach:

To address the challenges faced by our client, Aress engaged with the key stakeholder at the selling stage itself to understand their requirement. After understanding the requirements in detail and doing a fit-gap analysis, we have provided below solution:

- » Proposed the most optimum Salesforce product (Professional Edition).



» Implemented Sales cloud with customizations for all the branches in India. These includes:

1. **Lead Management:** Drives sales pipeline and streamlines sales process.
2. **Opportunity Management:** Manage all opportunities, create quotes and stay connected to the people and information required to close every sale, from anywhere.
3. **Customer & Contacts Management:** Customer and contact management helped to get a complete picture of customers with everything needed in one place including account history and communications.
4. **Campaign Management:** Setup campaigns and track them to measure campaign effectiveness.
5. **Order Management:** Seamless order booking process with mobility flexibility.
6. **Dashboards:** Top management to view the past and current performance for all branches.

» Data migration from existing system.



## Benefits:

Aress's analytic expertise helped Samson achieve following benefits:

- » Aress solution lead to increase in efficiency and reliability of sales process.
- » Gained proper visibility to every business segment unit.
- » Easy decision making due to complete transparency of a deal.
- » Greater visibility from lead management to order closures
- » Sales reps day to day activities are aligned, with mobility access and supervisors were having a granular visibility on it.
- » Unifying all the stake holders on a single platform, i.e. sales reps, managers, technical teams, top management etc.
- » Eliminated manual systems and paperwork.
- » Territory based reporting to analyze ROI and Target Vs Actuals visibility.
- » Better customer experience due to increased team collaboration and customer service.

