

Case Study

iZura is a construction equipment manufacturing company and chosen Dextara Digital as the Digital Transformation Partner for Sales and Service Automation.

Problem Statement

- 01 Manually creating, nurturing and prospecting leads is creating lot of operational inefficiencies in sales and service process
- 02 Need for streamlining the operations end to end to enhance customer experience
- 03 Unable to measure service management metrics to baseline and improve



Solution

- › Leverage Salesforce Platform to custom implement the Sales and Service process
- › Enhance lead conversion efficiency by integrating with India Mart, Website and Social Channels to create a central lead repository in Salesforce
- › An end to end process to not only convert the opportunity but also a provision to capture invoices and payments
- › Integration with Tally and accounting management software

Business Benefits

- › Seamless digital transformation to sales and service process
- › Sales and Service team now can use one system to provide better, efficient and time saving services to customer
- › Management now get 360° view of the customer Sales and Service process



20+

Clients

4.7



AppExchange

79+

Active Projects