

Case Study – Product Development (Mobile)

Sakal Money



Industry Segment

Lead Management & Distribution Application

Country

India

Language

English

Client Profile

Client is one of the leading Fintech industry company who provide lead management and distribution service.

Technology & Tools

Android Studio
Java
XML
SQLite
Rest API's
Postman
AWS Cloud

Objective

This Project is build to make a systematic management flow of leads generated and make business management workflow in proper way.

An app that would help in managing the leads properly and work over it to achieve the desired goals.

Business Challenges

- ✓ The agents details were maintained manually and keeping a check and handling all details was main concern and time consuming.
- ✓ A system to hold all the data of the agents was needed.
- ✓ The lead management system to be developed so that proper lead number will be diversified to individual agent according to area.
- ✓ A track towards all the leads needed to be kept to check conversion ratio and analyse agents work.
- ✓ Risk profile conversion system to be generated to avoid impact on the business.

Solution

- ✓ We use a sprint CRM for development of this app.
- ✓ Database of all agents along with bifurcation of areas was done.
- ✓ Flow of the lead from generation to closure was now easy to check and track due to a systematic management and tracking.
- ✓ Also to increase the business through good performing agents, the system analyzed monthly review of all agents and accordingly appreciation was given to those agents.

Result

This systematic management for lead flow helped the client to align work in proper way to achieve maximum conversion.

Reduction in trafficking and confusion in lead conversion due to systematic alignment of leads led to maximum conversion and growth in business.

