



## Case Study: Cummins Power Systems.

### Case Study: CRM Sales Automation - Cummins:

#### Problem Statement:

Being the largest in the industry, Cummins Power had a major problem of handling its leads and sales. They needed the software for contact management system, enquiry management system, lead management, opportunity management and Sales management system. Brilliant offered them CRM with the changes as per their need.

#### Solution:

Brilliant offered Cummins Sales Automation Product. It helps to manage the contact list. This helps to hold campaigns for sales. It also organizes enquiries for different products separately. It manages leads and opportunities as per the date and person.

Cummins Power System chose Brilliant for following features:

- Ease-of-use: no special IT training or hardware requirements.
- Reasonable price.
- Ability to use existing material/systems/data.
- Accessible from anywhere, anytime.
- Less paper handling.
- Real time information.
- No repetition of data.
- Reduced human errors.
- Increase in productivity due to efficient utilization of time.
- Decrease in labor cost.

#### Result:

Because this business application included contact list management and lead/ opportunity management tracking potential customers became lesser of the tedious job; it also reduced troubles for the customers. It reduced labour and human errors. It optimized the system to work efficiently.