

# Tata Motors Drives Growth and Generates Sales Opportunities With Dedicated Deskless Tech

Streamlined data capture at the source via the GoDeskless app enables the global manufacturer to derive added value from their data, engage customers, convert more leads, and drive more sales.



Tata Motors Limited is a **\$42-billion automobile manufacturer operating in 175 countries.**

Tata Motors were seeking to modernize their manual data capture approach, and **make the entire process fast, integrated, and seamless across the enterprise.**

GoDeskless helped Tata Motors create a cloud digital platform, starting with a mobile-based application that **enabled real-time data capture and entry.**

The GoDeskless mobile app **provides offline functionality** to all Tata Motors' end users, positively impacting their growth and increasing their bottom line.

## More Sophisticated Data Use, More Opportunities

With GoDeskless, Tata Motors managed to **drive a 5.6% increase in their opportunity conversion rate**, while creating **4,000 opportunities** every day and **22 million data-points per week.**

Turning to GoDeskless to implement their cloud enablement initiative, Tata Motors has enabled their DSEs to capture customer information right at the site and automatically enter that data into the company's backend CRM solution. The quality of data has significantly improved as it is constantly updated and **the risk of errors is greatly diminished if not eliminated.**

Via the GoDeskless platform, an estimated **9,000+ Dealer Sales Executives (DSEs)** now enjoy smooth and seamless access to reliable and updated CRM data. These DSEs can now provide tailored experiences to their customers and prospects, capitalize on thousands of sales opportunities, convert more leads, and drive more sales.

## The Situation

To capture sales leads throughout the day, Tata Motors DSEs **relied heavily on a manual pen-and-paper approach.** After DSEs filled up their sales lead forms, data entry personnel would manually enter the details into Tata Motors' CRM software. Compounding the problem, most events transpired in a remote location. Not only was this method time and resource-intensive, but it was also **prone to errors such as typos and missing entries.**

## The Impact

Manual lead capture had an adverse impact on Tata Motors' revenue and growth. The slow and clumsy process meant that information and opportunities were not moved quickly enough from the source to the enterprise CRM. By the time the data is relayed, the insights they provided were of little value and the opportunities had passed.

**Additionally, erroneous data entries increased the likelihood of DSEs and even the management personnel working with the wrong information.**

Because manual lead capture and data entry are time-consuming tasks, DSEs spent significant amounts of time working with customer information rather than with the customers themselves, which resulted in poor customer engagement experiences.

**The company was bleeding time and money on processing manual sales forms. Ultimately, all this translated into a big loss of leads and potential revenue.**

---

## The Solution

With the challenge identified and goals defined, the next phase was to build a tailored tablet-based app capable of extending the CRM sales management processes to DSEs, while also providing them offline functionality.

Tata Motors chose GoDeskless for **two critical reasons:**



### Enterprise Scalability.

The ability to capture large data points via mobile bandwidth and deliver high-performance.



### Offline Availability.

The ability to achieve smart data sync between device-data and enterprise backend.

The GoDeskless mobile app treats DSEs to instant, frictionless access to sales information, along with several functions and processes within the Siebel CRM. As a result, they are now able to deliver a far superior user engagement experience. **With its offline functionality and automatic synchronization feature, Tata Motors' mobile app enabled thousands of DSEs to increase efficiency and output.**

**Tata Motors has successfully standardized their commercial vehicle sales process across 9,000 DSEs.** This development positively impacted the automobile manufacturer's overall performance, highlighted by a massive upside in conversion rates.

Give us a call, and we'll gladly help.

[Start Your goDeskless Cloud Trial Here](#)