



Case Study

PT. Abadinusa Usahasemesta

Case Study Update

For additional information, please contact us at (62-21) 350-5114

Highlights

PT. Abadinusa Usahasemesta and its management has shown what it means to **implement** an enterprise CRM software properly. As a result, they've seen **increased staff productivity** and numbers in revenue.

About Abadinusa

PT. Abadinusa Usahasemesta (Abadinusa) is a medical equipment, machine distribution, and service company that was founded in 1980. Headquartered in Jakarta, the company also has operations in West Java and Bandung. Abadinusa sells medical equipment that's categorized into three divisions: research and lab equipment, medical devices, and diagnostic machinery. The company has around 100 working salespeople.

"The platform Sales1CRM has helped my sales team in their activities on the field by creating sales orders and making daily reports. Not only does it help our managers verify their sales activities accurately, it has help the sales team to close deals 30% faster than usual. "



Kharisma Hamzah
COO

Problem

Management of sales teams and power over valuable pipeline data were the two most critical areas that Abadinusa needed help with.

The customers that Abadinusa needs to reach require tactics that can't be solved easily with just spreadsheets and phone calls as they serve government and hospital organizations. Sales teams need to be managed more effectively, monitored more closely, and evaluated more frequently in order to more quickly reach their goals.

Sales representatives often blamed their low performance on the lack of a platform to better manage their tasks. At the same time, managers didn't have a simple way to provide feedback that could improve performance immediately.

Another critical area of concern for Abadinusa was the inability to own potential customer data. Turnover of sales teams in distribution companies is high, and with no platform meant that the company would no longer have control of pipeline data once a sales person

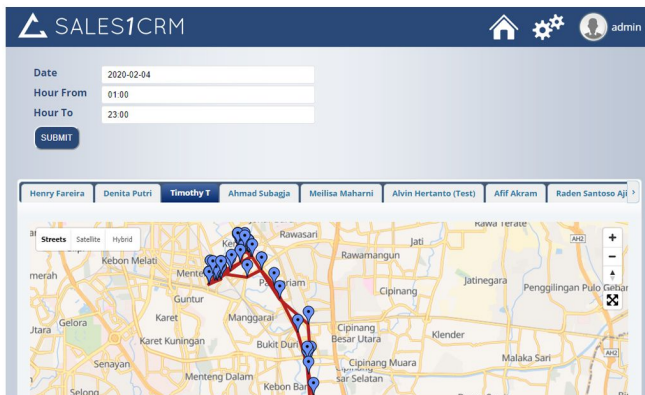
How has the Industry Evolved?

Indonesia's continued population growth and increase in quality of living over the past decade has led to a greater demand for healthcare-related products and services. Along with this increased demand has come greater complexity in reaching these customers, and the tactics of the previous generation's sales team won't keep up with satisfying this continued demand.

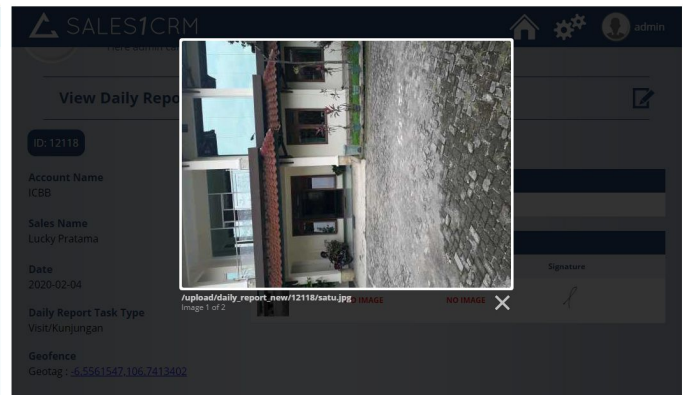
Highlights

Management gained the ability to have better control over both their employees and potential customer data, leading to greater productivity, less fraudulent activity, and an increase in the amount of revenue each salesperson generated.

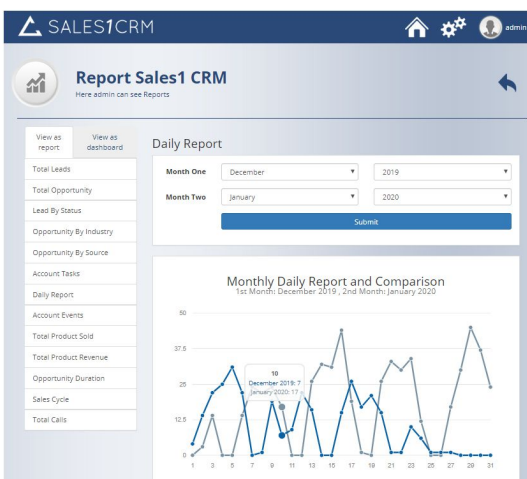
Prior to implementing Sales1, Abadinusa wasn't able to monitor what their salespeople were doing everyday. The platform helped gave them data on the daily whereabouts of their employees, which gave them useful insight as to how their employees are spending their time.



Tracking location of salespeople



Report visits to customer | take pictures | geo-tagging



Dashboards such as this one helped the company better manage the locations of their salespeople, significantly reducing fuel claims.

Daily reporting and customer data management was a critical area of concern for Abadinusa prior to implementation. It was difficult to understand how their employees managed their sales funnels on a daily/weekly basis, which led to ineffective evaluations and an inability for management to provide valuable feedback to their salespeople.

Automated and consistent reporting changed all of that.

- Less manual reporting
- Streamline communication process between sales and managers
- Faster at closing deals, less on admin works

Conclusion

Implementing Sales1 led to Abadinusa's sales teams gaining the ability to better understand how to optimize their time, increasing productivity significantly. Furthermore, the company now has control over all of their potential customer data at all times.

33%

increase in productivity to close deals faster

(from 6 months to 3 months)

"Sales1 CRM helps us in increasing our salespeople's productivity and making various sales activities more efficient.

It is also easier for us to monitor the team's activities on the ground,

that in turn has saved us various expenses

like fuel and over-time pay "

- Fajar Aditya, IT Manager

40%

decrease in employee fuel claims and over-time pay

(around \$7500 savings per month)