

Agarwal Packers And Movers Goes For Mobility

BY Yashvendra Singh | In Viewpoints | Dec 12, 2013 | 328 | 0 | Tweet | 0 | Log In | G+ | 0 | Share

The company is empowering its sales force with mobile devices for better control, improved efficiency, and enhanced inventory visibility.



NAVNEET AGARWAL, Director - IT, APML

Logistics and transportation major, Agarwal Packers and Movers Ltd (APML), is joining the ranks of companies across verticals that are leveraging mobility as a tool for growth. The Rs.300 crore company is empowering its sales force with mobile devices. The move will not only provide better monitoring of sales personnel but will also give insights into the inventory leading to improved efficiencies.

"We have invested in 300 tablets and would be buying another 250 tablets in next 6 months. In the absence of a mobile solution, it is difficult to measure the volume of the consignment. With the help of an enterprise mobility solution, the field force can create data, prepare reports plan with respect of how much fleet is needed for how much inventory. The team can do all of this on the field without coming back to office," says Navneet Agarwal, Director-IT, APML. The company has an IT budget of APML spends Rs.3.5 crore.

The project, expected to go live in the next three months, will enable the monitoring of APML's sales force through a single monitor. With 100 branch offices spread across the country, it is a nightmare for the company to keep track of its sales personnel.

"The immediate advantage will be a reasonable control over our sales force and how they are performing," says Agarwal.

Agarwal knows the importance of IT and the crucial role it plays in business. He realizes too well that where there is no chance of improving the skill set of his human resources, he can get the benefits by deploying IT. Agarwal has, therefore, lined up further investments in technology.

"APML has more than 1000 vehicles. Around 50-60 percent of the vehicles are fitted with GPS. We plan to cover the remaining 50 percent of the vehicles in next 1.5 months. This will help in tracking the vehicle and improving the fleet efficiency. Besides, it will make driving comfortable for drivers and also help them in adhering to the laws and discipline," he says.

"We are also planning to move to RFID (Radio Frequency Identification) for tracking of cargos and parcels," says Agarwal.

On the challenges typically confronting his company, Agarwal says, "Many similar companies that are not even registered and have a presence on Google. They get promoted because of Google PPC (pay per click). With no infrastructure or standing in the market, they are cheating customers."

"To overcome this problem, we are using digital marketing. We are doing paid campaigns to create awareness among customers about the fake companies and are trying to differentiate ourselves from the fake ones," added Agarwal.

APML is already taking advantage of cloud platform for all its business communication needs.