

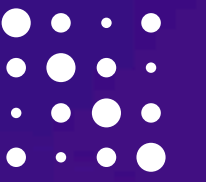
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From Ticking Clocks to Clicking Sales

How Navsoft's comprehensive digital transformation strategy empowered Primex, a global manufacturer of synchronized clocks, to:

- *streamline sales and service*
- *increase agent productivity*
- *reduce operational costs.*

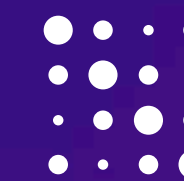


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Client

Primex is a global manufacturer of synchronized clocks. Operating in a highly competitive global market, Primex aimed to modernize its sales and service functions to better serve its reseller network and end customers and maintain its competitive edge.





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Challenge

Primex faced several key challenges, especially with the NetSuite CRM they previously used for managing leads, opportunities, contacts, quotes, and orders. This necessitated a significant business automation and digital transformation initiative:



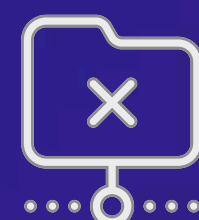
Sales Processes That Go Nowhere

Inefficiencies in lead management, quote generation, customer case handling, and billing.



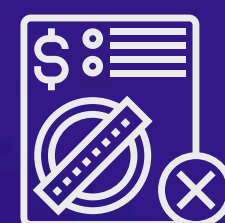
High Manual Workload

Reviewing quotes, adjusting ticket priorities, and tracking orders from resellers.



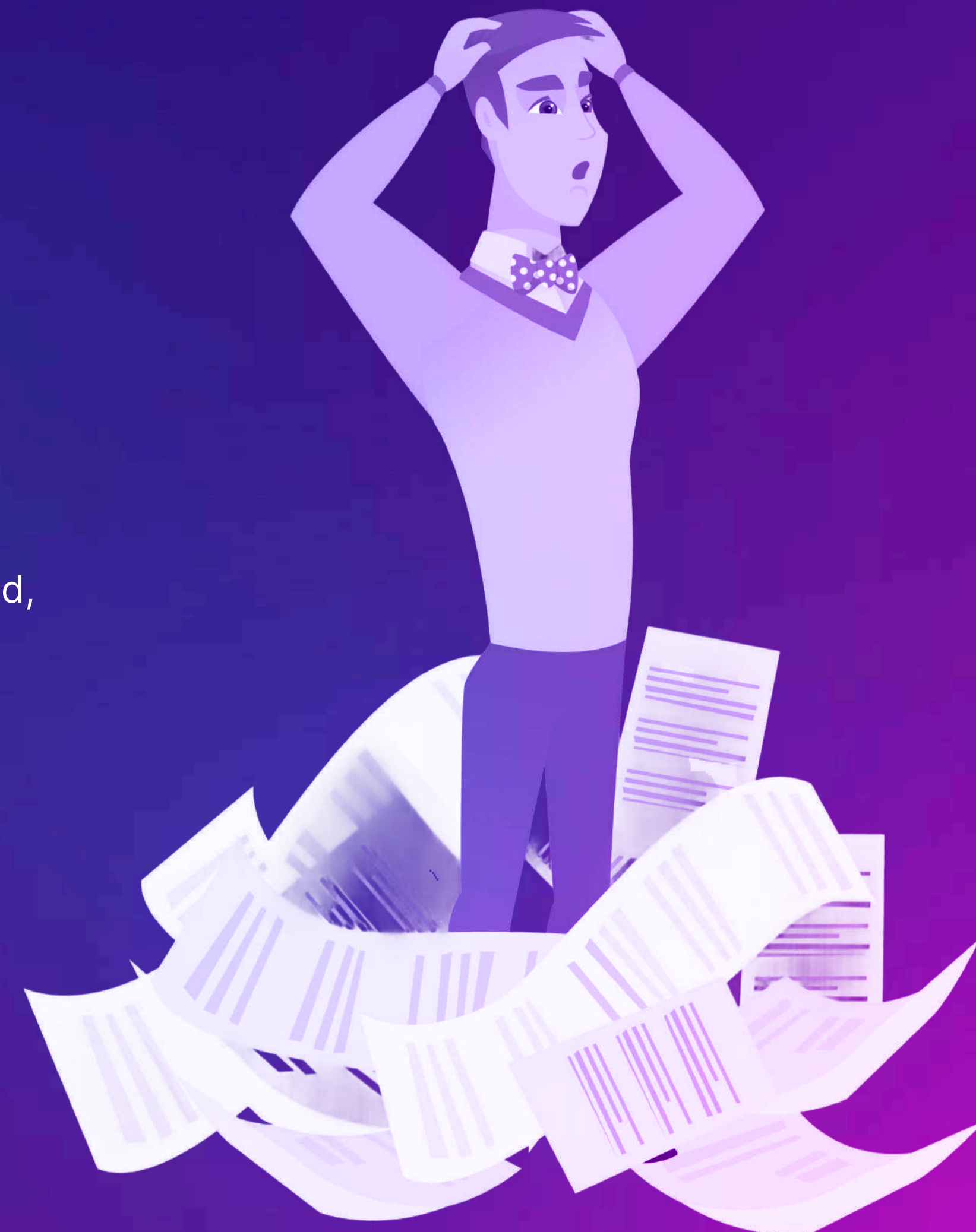
Support Agents Left in the Dark

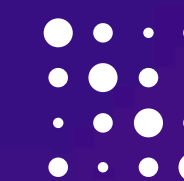
Customer order and invoice details weren't synced, as ZenDesk wasn't integrated with NetSuite.



Frequent Billing Errors

Using ZoneBilling for managing recurring billing created issues, particularly in creating invoices and processing orders





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Navsoft's Solution

Navsoft implemented a Salesforce-based digital transformation solution, focusing on automating sales and service processes.



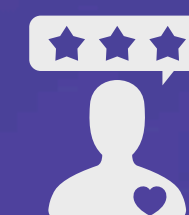
Salesforce Implementation

Implemented Salesforce capabilities like lead, quote, customer case management, and billing and invoicing.



System Integration

Integrated Salesforce with other necessary systems, creating a connected platform.



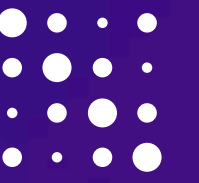
Enhanced Agent Experience

Empowered Primex's agents with Salesforce tools to deliver superior customer service.



Business Model Flexibility

Implemented solution enabled Primex to adapt to market changes and evolving customer demands quickly.



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Key Results

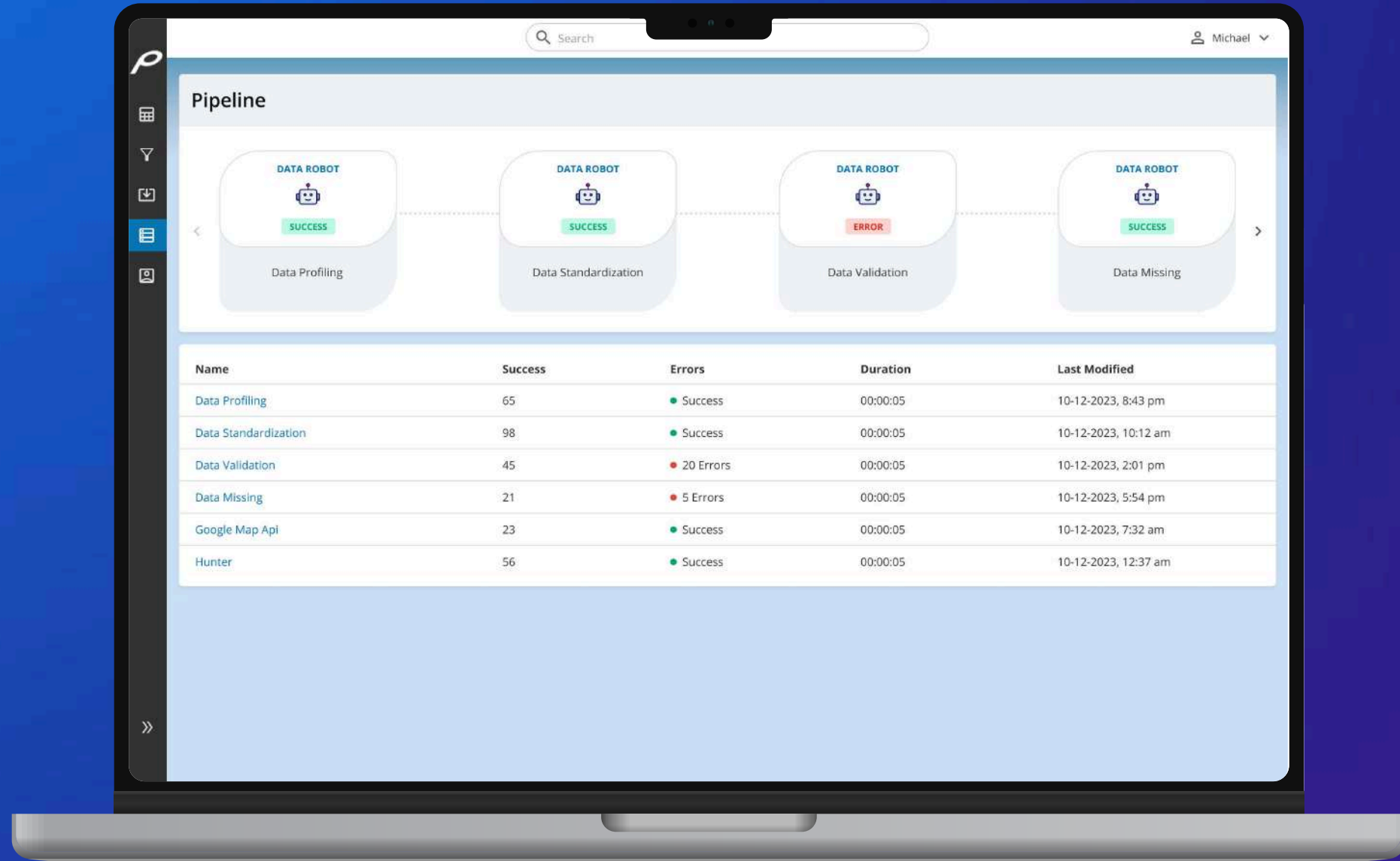
Navsoft's digital transformation initiatives delivered significant and measurable benefits for Primex:

| Increased Sales and Revenue

| Increased Agent Productivity

| Reduced Operational Costs

| Simplified Sales & Service Processes



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Ready to Achieve Similar Results?

Let's discuss how Navsoft can address your unique challenges and goals.

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