BOTREE

How Jyothy Labs Enhanced Scheme Operational Efficiency and Reduced Claim Settlement Time to 10 Days

About Jyothy Labs Ltd.

Founded in 1983, <u>Jyothy Labs Ltd</u>. is a prominent FMCG company known for its diverse range of products in the fabric, dishwashing, household insecticide, home, and personal care segments. A few of their popular brands include Ujala, Henko, Pril, Exo, Maxo, Margo, and others.

With an impressive turnover of over Rs. 2700 crores (FY 2023 – 24), Jyothy Labs continues to grow as one of the country's most trusted brands, offering affordable and quality products.

The Challenge

Jyothy Labs Ltd. embarked on their sales automation journey in 2016 with a distribution management platform. While the operations were running smoothly, the company sought to further enhance automation to boost operational efficiency.

With a vast distribution network of over 2,700 active distributors handling extensive sales operations, billing, and inventory through the DMS platform, Jyothy Labs was looking for a resilient and robust system capable of managing complex scheme dynamics and effortlessly supporting their expanding network.

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"We wanted a robust and scalable system that would not only enhance our user experience but is also efficient to handle the high volume of commercial transactions we do within the platform. System had to be reliable as any mistakes in scheme or pricing would have huge implications on the business that would not only impact ROI but also have negative user experience."

Ravi Razdan
Director IT & HR, Jyothy Labs Ltd.

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How Botree DMS Adoption Helped Jyothy Labs

Jyothy Labs Ltd. adopted Botree DMS in 2021 as a solution to meet their growing business needs, enhance scheme management, and boost operational efficiency. With Botree DMS hosted on the AWS platform and maintained by Botree Software, Jyothy Labs observed a significant increase in overall operational efficiencies.

The AWS infrastructure allowed Jyothy Labs to effortlessly scale their business, provide timely support, and offer a streamlined experience to users across multiple locations.

1. Improve Scheme Management and Execution

Botree DMS, with its robust infrastructure and seamless integration capabilities, empowered Jyothy Labs to efficiently upload and manage complex schemes. With this enhanced system, the company was able to configure and process 20,000+ scheme combinations without any hassle.

Additionally, the real-time data synchronization between the DMS and SFA applications enabled Jyothy Labs to deliver timely notifications to users about new schemes and offers, thus improving the user experience.

2. Reduce Claim Settlement Time

The automated claim-processing feature in Botree DMS significantly reduced the claim settlement period. What could take months to process and settle, Jyothy Labs was able to do the same in just about 10 days through automation.

This substantial improvement not only increased user satisfaction but also minimized the risk of manipulation and manual errors.

3. Improve Order-to-Billing Process Efficiency

Beyond improving scheme implementation and reducing claims settlement time, Botree DMS played a crucial role in efficiently managing Jyothy Labs's extensive user base, facilitating mass rollout, adoption, and streamlining billing processes.

With support from Botree Software's team, Jyothy Labs successfully deployed Botree DMS for over 1,300 distributors in a single day, optimizing their operations and accelerating platform adoption.

Today, more than 2,700 active distributors rely on the system daily, generating a huge volume of bills every month. The system's efficiency enables the conversion of such large orders to bills with a single click, completing the process in just 20 seconds.

This significant boost in efficiency, achieved through Botree DMS and other integrated tools, has empowered Jyothy Labs to optimize their operations and expand their direct market reach.

Key Results

Improved DMS adoption rate, onboarding 1300 distributors in a single day

Reduced Claim Settlement Time to 10 days

Enhanced order-to-billing processing time to 20 seconds

Seamlessly manage and process 20,000+ scheme combinations

"Thanks to the Botree Software team, we successfully rolled out the Botree DMS to over 1,300 distributors in a single day. Botree Software's ability to handle mass rollouts without any major challenges was appreciable and commendable. Now, with more than 2700 distributors onboard, our DMS boasts 100% coverage, delivering invaluable data insights and visibility that are driving nationwide sales."

Ravi Razdan
Director IT & HR, Jyothy Labs Ltd.

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Customer Highlights!

3 reasons why Jyothy Labs chose **Botree Software**

Extensive Domain Experience

Robust and Scalable Solution

Large Distributor User Base in India

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About Botree Software

Botree Software is a pioneer and leader in DMS, SFA, and Analytics solutions, empowering businesses to enhance retail execution. With a legacy of over 25 years, the Botree Product and Insights ecosystem empowers more than 60 blue-chip customers, 93,000+ distributors, 33,000+ active sales representatives, and over 5 million retail stores, driving increased market share, revenue, and profit for its customers.

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