



# Sonata ensures improved satisfaction for customers of a leading two-wheeler manufacturer in India

When a leading two-wheeler manufacturer in India needed to put its point of sale (POS) house in order, it turned to Sonata Software. Our customized Microsoft Dynamics AX POS solution improved the company's POS operations significantly, in turn, improving customer experience.



## About the client

One of the largest distributors of automobile spare parts and the third-largest two-wheeler manufacturer in India, our client is part of a diversified industrial conglomerate with a presence across the globe.



### The context

Globalization is opening up new avenues for the Indian transportation industry. But to capitalize on new opportunities, businesses must know the pulse of the customer. That is why, one of the key focus areas for our client is customer experience. The company strives to not just provide reliable and superior customer service but also understand customer needs and expectations to tailor its products. To do so, the company needed to improve its customer connect. In terms of operations, this meant:

1. Accelerating the end-customer buying process

2. Accelerating the approval process on sales orders to fast-track the overall supply chain process

3. Controlling the pricing mechanism followed by the franchisees

4. Maintaining 24x7 product availability at stores

5. Enabling the purchase process along with the sales operations at the point of sale (POS)

6. Establishing the customer buying patterns for better customer satisfaction

To achieve these, the company sought a reliable partner.



## The Sonata Software edge

Our advanced supply chain software intellectual property (IP), deep engineering expertise on the Microsoft Dynamics stack on which this IP is built, and a proven track record of delivering solutions to world-leading distribution companies made Sonata Software ideal for this engagement.

**Our team customized the Microsoft Dynamics AX POS suite for optimum usability in a distribution environment.**



## A winning solution

Our team customized the Microsoft Dynamics AX POS suite for optimum usability in a distribution environment. The customizations included:

- Purchase requisition on POS
- Goods receipt on POS
- Customer tracking through vehicle registration number
- User-defined pricing between zero to MRP
- Single point view of batch-wise inventory on POS

- Integration between distribution and franchisee business applications for smooth and guaranteed stock movement
- Enhanced reporting to track franchisee operations
- Real-time availability of store-wise inventory on POS

The solution was successfully deployed at five client locations and subsequently rolled out to 25 more locations.



# Technology

Microsoft Dynamics AS POS

## Benefits

Our solution delivered five important benefits to the client:

- **Tight integration between the distributor and franchisee operations:** Enhanced and tailored features ensured tighter integration between the distributors and the franchisees for ease of business
- **Enabled user-defined pricing:** Our solution allowed user-defined pricing, and a satisfying profit margin for both the company and the franchisees
- **Improved operational efficiency:** The monitoring system improved the operational efficiency
- **Optimum usage of store space:** The solution minimized hardware requirements, enabling optimum usage of storage space
- **Increased customer satisfaction:** The improved POS operation led to better customer experiences and thereby more satisfaction



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