



Consumer Goods company that markets and distributes its own brand of chocolate confectionery products in Indonesia, Philippines, Singapore and Malaysia. Their products are also sold in over 10 other South-East Asian countries including Thailand, Brunei, India, South Korea and Vietnam.

Challenge

- Difficulties in tracking sales order requests and achieving streamlined scalability
- Limited visibility and increased chances of error due to paper-based sales order creation
- Limited visibility and lack of efficiency because of the time-consuming processes

Cherrywork® Sales Order Management for a large Chocolate Confectionery Company

Solution

Our solution resulted in a highly visible, efficient and accurate model of sales order management. Stock and collections are also updated in real-time on the app itself, thus creating a single interface for all sales order related processes and information. Our solution which allowed users to access and create sales orders across mobile and web portal, even in offline mode.

Outcome

- Order processing time has been reduced from one day to almost real-time
- Reduced time taken for sales order creation
- Offline capabilities add to ease-of-use
- Improved access to key data for financial analysis



Business Impact

100%

Dependence on paperwork is eliminated

360°

Visibility of sales cycle, stock and collections