



A ₹UPYZ Case Study:

Revolutionizing Lead Management for Baba Toys

Executive Summary

Baba Toys, a key player in the Toys industry, was grappling with inefficient manual lead management processes. Their reliance on visitor books and business cards led to high lead loss rates, frequent human errors, and delays in follow-up. By implementing our Lead Management SaaS product, Baba Toys achieved remarkable improvements in efficiency, accuracy, and cost-effectiveness, transforming their lead management strategy and significantly enhancing their ROI.

Client Background

- **Client Name:** Baba Toys
- **Industry:** Toys
- **Size:** 32 employees

Challenges: Baba Toys previously managed leads through:

- **Visitors Books and Visiting Cards:** Although effective for initial collection, this method proved cumbersome for management. Issues included:
 - **Loss of Leads:** Difficulty in handling physical cards and visitor books led to frequent loss or damage of leads.
 - **High Risk of Human Error:** Manual data entry into Excel increased the risk of errors.
 - **Delayed Follow-Up:** The manual process resulted in slow lead follow-up, impacting potential sales.

Pre-Implementation Scenario

- **Number of Exhibitions Annually:** 2-3
- **Catalog Printing:**
 - **Quantity:** 500 new catalogs per exhibition
 - **Cost:** ₹20-22 per catalog
 - **Pages:** 10 pages per catalog
- **Average Leads per Exhibition:** 200
- **Total Exhibition Cost:** ₹5,00,000 INR

Post-Exhibition Process:

- Leads were manually entered into Excel for follow-up via phone calls, leading to high chances of errors and delays.

SaaS Product Details

- **Product:** Lead Management
- **Features:**
 - **Automated Entry in Dashboard:** Eliminates manual data handling.
 - **Real-Time Lead Analytics:** Provides up-to-date insights and tracking.
 - **Seamless Post-Exhibition Lead Touch-Down:** Streamlines lead follow-up.
 - **WhatsApp API Integration:** Allows one-click communication with leads.
 - **Comprehensive Dashboard:** Enables easy lead management, activity logging, and analysis.

Solution Implementation

- **Implementation:** The Lead Management system was integrated with Baba Toys existing systems within 24 hours.
- **Methods:**
 - Deployed automated reporting and catalog sharing features.
 - Implemented real-time analytics and lead tracking.

Results and Impact

- **Quantitative Results:**
 - **50% More Leads, 200% More Conversions**
 - **90% Reduction in Reporting Time:** Automation significantly sped up report generation.
 - **95% Cost Savings in Operational Expenses:** Eliminated the need for manual data entry and reduced catalog printing costs.
 - **98% Increase in Data Accuracy:** Automated processes ensured accurate lead data and reduced human error.
- **Qualitative Results:**
 - **Enhanced Decision-Making Capabilities:** Real-time data and analytics improved strategic decisions.
 - **Positive Feedback from Sales Team:** The team appreciated the ease of use and efficiency, noting a smoother lead follow-up process.

Economic Viability Analysis

Cost Savings:

1. Catalog Printing:

- **Old Method:** 500 catalogs x ₹20 = ₹10,000 per exhibition
- **Annual Catalog Cost:** 2-3 exhibitions x ₹10,000 = ₹20,000 - ₹30,000
- **New Method:** Catalog printing costs are eliminated with digital management.

2. Operational Costs:

- **Old Method:** High operational costs for manual data entry and lead management.
- **New Method:** 95% reduction in operational expenses, translating into substantial cost savings.

Increased Efficiency:

- **Lead Follow-Up:** The time and effort required for follow-up are drastically reduced with automated lead management and WhatsApp API integration, leading to quicker and more efficient communication.

Revenue Potential:

- **Improved Conversion Rates:** Faster and more accurate lead follow-up enhances the chances of converting leads into sales, potentially increasing revenue.
- **Elimination of Revenue Losses:**
 - Average Order Value: ₹2,00,000 per customer.
 - Conversion Rate: 30% of leads convert to final deals.
 - Risk Reduction: Previously, delays in reaching out to leads could result in the loss of potential customers, each worth at least ₹2,00,000.
 - Impact of SaaS Product: The implementation of the Lead Management tool reduced this risk to zero by ensuring timely and accurate follow-up with every lead, safeguarding potential revenue.
- **Maximizing ROI through Targeted Engagement:**
 - WhatsApp Marketing Integration: The tool enables efficient identification of the 30% of leads most likely to convert.
 - Retargeting Strategy: The system allows for continuous retargeting of the remaining 70% of leads, enhancing the chances of future conversions.
 - Economic Impact: By converting a higher percentage of leads over time, Baba Toys not only secures immediate sales but also creates long-term revenue opportunities, thereby maximizing ROI and overall profitability.

Conclusion

The implementation of our Lead Management SaaS product has delivered exceptional value to Baba Toys. By addressing the inefficiencies and inaccuracies of their previous methods, our solution not only eliminated lead loss and human errors but also reduced costs and improved overall operational efficiency. The ability to manage leads seamlessly and benefit from real-time analytics has positioned Novex India for greater success and revenue growth.

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