

# Customer Success Story

## CUSTOMER SIZE:

50 - 200

## INDUSTRY VERTICAL:

Retail

## SALESFORCE PRODUCTS:

Sales Cloud (Custom)  
Lightning, Mobile,  
Lightning Platform, Chatter

## INTEGRATIONS:

ERPNext

## ENGAGEMENT LENGTH:

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## Sales Transformation with a Connected Salesforce CRM



Dhupar Brothers, established in 1990, serves as a mid-market channel partner for prominent Electrical Brands & EPC Contractors. They hold the distinction of being the largest channel partners for Philips and Legrand in the Western Region, and for over a decade, have been among the largest channel partners for L&T nationwide. With three offices in Pune, their team comprises over 15 sales representatives and 10 support staff.

### Original Challenge

Develop an automated, integrated technology solution to streamline Dhupar Brothers' sales pipeline, CRM, and sales analysis processes, reducing manual efforts, enhancing customer communication, and expediting quote generation.

### Outcome #1

**Streamlined Sales Operations:** By implementing a holistic digital transformation solution, including Salesforce for sales management and ERP integration for order fulfillment, DynPro reduced quote creation and delivery time from several days to just a few minutes. This streamlined process allowed Dhupar Brothers to maintain a healthy sales pipeline and move leads through to conversion efficiently.

### Outcome #2

**Comprehensive Salesforce Adoption:** DynPro's solution led to 100% adoption of Salesforce CRM, both desktop and mobile versions, throughout Dhupar Brothers' organization. This ensured that sales teams had access to a 360-degree view of the sales process, from quote to cash, facilitating improved internal communication and a more streamlined sales process.

### Outcome #3

**Enhanced Visibility and Management:** With the deployment of a custom sales cloud replica of the standard sales cloud in just 6 weeks, management gained 100% visibility into the entire sales process. This enhanced visibility allowed for better internal communication, fewer manual reconciliations, and the ability to track, measure, and analyze the time, money, and resources spent on each customer acquisition, enabling Dhupar Brothers to adapt and optimize their sales strategies effectively.