

CIO Review

JUNE 04 - 2018

The Navigator for Enterprise Solutions

CIOREVIEWINDIA.COM

20 Most Promising CEM Solution Providers

This is the age of the customer. And customer relationships are no longer limited to buying and selling of a service or product, rather it is about adopting customer centric strategies. Organisations today are going out of their way to woo potential customers with attempts to continuously engage them right from the stage when they are simply surfing through their options. Standing as one of the most important differentiators for organisations in the highly competitive business landscape, the CEM market is expected to reach an estimated USD 16.91 Billion by 2022. However, with the availability of numerous digital channels for engagement, customer are now demanding consistent experience throughout, be it via mobile phones or desktops, social media sites or e-mails. This demand has spun off one of the most interesting trend in the CEM market which

is the movement towards omnichannel engagement. Simultaneously, businesses have also been investing to embed technologies that enable predictive data analytics to drive better customer engagement. With the growing opportunities, a number of vendors are now venturing in the CEM market. However, opting for the right CEM solution provider from the myriad of those present in the market can be a strenuous task. CIOReview India comes to you with the list of "20 Most Promising CEM Solution Providers". A distinguished panel of CEOs, CIOs, Industry Analysts and the CIOReview India Editorial Team have closely scrutinized and nominated the vendors who have been transforming the CEM market through their unmatched domain expertise, addressing the various challenges that exist, while enabling businesses to strengthen customer relationships.



Company:

ChannelKonnnect

Description:

Provider of platform for channel visibility and engagements

Key Person:

Basaveswarlu Boyapati,
 Founder & CEO

Website:

channelkonnnect.com

ChannelKonnnect: Empowering Organizations with End-to-end Channel Management

ChannelKonnnect is an extended enterprise solution that facilitates brands and its channel partners to collaborate and work intelligently based on channel data analytics. Basaveswarlu Boyapati, Founder & CEO of NowApps says, "While popular ERPs systems like SAP, Oracle very well manage the operations within the enterprise, it has been a challenge for every company to manage its operations outside the enterprise. Brands lose visibility of their products the moment they leave their warehouses. The struggle is to know what is actually selling and when so as to produce the right product and avoid non-moving product pile up or stock out situations, both of which can result in loss of sales." He continues, "ChannelKonnnect is a platform that can help Brands connect with multiple layers of distribution channels and we are sure this will result in mobilising cash which is stuck at various points of the downstream supply chain."



Basaveswarlu Boyapati,
 Founder & CEO

Unique Value Proposition:

Solving the problem with a three pronged approach:

- 1) by leveraging the existing infrastructure of the channel partner. Channel Partner continues to use his existing software. The intelligent data extracting plug-ins will transfer sales and stock data on a real-time basis without any manual intervention.
- 2) Channelkonnnect as an online DMS for managing GST compliant Invoicing, Inventory Management, and Accounting.
- 3) A simple Sales Update Form on Mobile/Web Portal for updating the daily Sales and Closing Stock.

ChannelKonnnect is a ready to use software which helps brands and its channel partners manage their working capital effectively by ensuring availability of right stocks at the right place in right time, and minimizes the risk of lost sales. It connects every point of the supply chain, right from its warehouses, distributors, dealers, retailers to end customers and empowers the brand in building customer loyalty.

It helps brands to run various kinds of loyalty programs for their channel partners and simplifies the process of qualification, verification and delivery of gifts/incentives, ensuring that motivation levels are high at all times.

Its Influencerconnect module gives brands the power to engage with influencers for eg. painters for paint busi-

nesses, carpenters for furnishing businesses, plumbers for building materials etc. and run loyalty programs to encourage them in becoming brand advocates.

Its mobile app based Field Force module enables the sales team to work smarter, be it marking attendance or booking an order for self or on behalf of the channel, which can be done on the move. Its performance cards feature helps to monitor one's own performance and also track the reporting members' performance in real time.

Outlining the benefits of ChannelKonnnect, Nitin Shankar, COO, NowApps Technologies, elaborates, "ChannelKonnnect as a platform is built to address the growing needs for visibility in any organization. Instead of having different solutions for different needs and going through the challenge of integrating between multiple platforms, a brand can have just one application to manage all their channel management needs and ChannelKonnnect as a platform provides just that."

Having catered to 40+ brands in a wide range of industry verticals including FMCG, Apparel, Footwear, Home Furnishings, Consumer Durables, Automotive, Agro, IT Electronics etc. in a span of three years, NowApps Technologies has carved a niche for itself in the Channel Management domain. Leveraging this expertise, the company has already made headway into the secondary level of any channel and are focused on taking things further to the retail level with new modules within the same platform in the coming future. CR