

CASE STUDY ON

# TELECOM RETAIL DISTRIBUTION MANAGEMENT APPLICATION



email: [sales@visiontek.co.in](mailto:sales@visiontek.co.in)  
[www.visiontek.co.in](http://www.visiontek.co.in)

**Overview :**

Most of the telecom products like airtime vouchers, modems, mobile phones are distributed to the retailers through delivery agents. In general the distributors/dealers book the orders from retailers in the field and deliver the material by hand on the same day or the next working day, subject to the availability of stock.

**Business Challenge / Problem :**

There is increased risk exposure in this segment since there is only a foggy idea of the collections/billings from the outlets. There is no proper control on cash flow and monitoring of performance of sales agents. Resources are being spent in reconciliation of the cash collected and stock billed to outlets.

There is a possibility of mismanagement of the cash receipts in the field and lack of visibility of stocks/orders at each retail outlet.

**Customer :**

Telecom Distributors

**Solution Description :**

Sale orders for the route (if pre-indented) are downloaded onto the device from the PC/server. The delivery executive carries the device to bill distributors/dealers, collects payments and takes orders/indent.

Sales executives can issue receipts to the dealers from the POS after taking their order and collecting the payment. Sales executives carry the device back to the office and sales data from the device is synchronized with the database in the main server. Physical cash collected is verified by the accounts department and reconciled with the POS data.

**VISIONTEK Products Used :**

- VISIONTEK GL-14

**Key Features :**

- Sales Order Booking / Management
- Treasury Sales Tracking
- Cash Management
- Purchase Orders
- Stock Management

cont...

**Benefits / Advantages :**

- No manual data entry , just synchronize with the database at the server.
- Can identify errors and discrepancies in dealer payments .
- Eliminates cash-handling issues and improves control over malpractices.
- Monitors performance of sales/delivery executives.
- Improved inventory tracking.
- Enriches customer experience for distributors/dealers and improves brand image.
- Transparency in cash collection.

**Customer Impact :**

The retail distributors observed significant improvement in receiving detailed information for each order, better cash management and allocation of payments, better stock management and sale analysis by using VISIONTEK's Retail Distribution Management Application.

For more details on POS products visit : [www.transaction-terminals.com](http://www.transaction-terminals.com)



**LINKWELL TELESYSTEMS PVT. LTD.** 1-11-252/1B, Behind Shoppers Stop, Begumpet, Hyderabad 500 016.

Tel: +91 40 66388000, Fax: +91 40 66388006, email: [sales@visiontek.co.in](mailto:sales@visiontek.co.in) | [www.visiontek.co.in](http://www.visiontek.co.in)

**Regional Offices :** Ahmedabad ▪ Bangalore ▪ Chennai ▪ Kolkata ▪ Mumbai ▪ Noida ▪ Pune

**Disclaimer:** VISIONTEK® is a registered trademark owned by Linkwell Telesystems Pvt. Ltd. Other brands and names mentioned herein may be the trademarks of their respective owners. Neither the whole nor any part of the information contained in, or the product described in, this document may be adapted or reproduced in any form without the prior written permission of the copyright holder. The product described in this document is subject to continuous developments and improvements. Linkwell Telesystems Pvt. Ltd. gives all particulars of the product and its use contained in this document in good faith. However, all warranties implied or expressed, including but not limited to implied warranties of merchantability, or fitness for purpose, are excluded. This document is intended only to assist the reader in the use of the product. Linkwell Telesystems Pvt. Ltd. shall not be liable for any loss or damage arising from the use of any information in this document, or any error or omission in such information, or the use or inability to use the product.